



For Immediate Release

Contact: Linda Day, lindsay@daveyawards.com
The Davey Awards, 212.675.3555

THE INTERNATIONAL DAVEY AWARDS ANNOUNCES 2008 WINNERS

GOLD AND SILVER WINNERS NAMED, EIGHT BEST-IN-SHOW HONOREES UNVEILED

www.daveyawards.com

New York, NY (October 30, 2008) - The winners of **The 2008 Davey Awards** have been announced by the International Academy of the Visual Arts today. With over 4,000 entries from across the US and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide. Please visit www.daveyawards.com to view the full winners list.

The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including: Sotheby's Institute of Art, Yahoo!, Estee Lauder, *Wired*, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, Alloy, Coach, iNDELIBLE, MTV, Victoria's Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others. See www.iavisarts.org for more information.

"The International Academy of the Visual Arts was honored to have once again participated in the International Davey Awards competition. We were truly amazed and excited at the overall caliber and quality of this year's pool of entries" noted Linda Day, Executive Director of the IAVA. She added "The Davey Awards serves as the benchmark for recognizing creative excellence and continues to raise the bar in honoring the best work from small agencies and firms worldwide. Congratulations to the "Creative Davids" at the forefront of their industry, helping to push the limits in creativity and design."

The Davey Awards would like to specifically recognize the 2008 Best-in-Show winners for their exceptional achievement. For the eight mediums honored by the Davey Awards, the Best-in-Show Honorees are:

Print and Collateral Best in Show:

Winner: BPG Kuwait for Ripped

Client: Dlush

Film/Video/TV Best in Show:

Winner: iTour for Hotel Indigo

Client: IHG

Commercial Best in Show:

Winner: Food Chain Films for Jump Start

Client: Pepsi Amp

Web/Online Marketing Best in Show:

Winner: henderson bas for What Drives You?

Client: Mercedes-Benz Canada Inc.

Interactive Multimedia Best in Show:

Winner: Mediatavern for Mediatavern Site

Client: Self Promotion

Radio Best in Show:

Winner: Jones Advertising for No Excuse

Client: Washington Traffic Safety

Integrated Campaign Best in Show:

Winner: rabble+rouser for "Love" Campaign

Client: Weber

Marketing Effectiveness Best in Show:

Winner: Questus for Busa Beats

Client: Suzuki

The 4th Annual Davey Awards were sponsored by AdvertisingAge Small Business Network.

For more information about the Davey Awards, please visit www.daveyawards.com, email the Davey Awards at info@daveyawards.com or call us at (212) 675-3555.

About The Davey Awards:

The Davey Awards exclusively honor the "Davids" of creativity, the finest small firms, agencies and companies in the world. David defeated the giant Goliath with a big idea and a little rock - the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets. The Davey Awards is the leading awards competition specifically for smaller firms, where firms compete with their peers to win the recognition they deserve. Please visit www.daveyawards.com for more information.

The Davey Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit www.iavisarts.org for a full member list and more information.