

Press Release for Summit EMA Winners

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FOR IMMEDIATE RELEASE

The Code Crew Takes Top International Emerging Media Award -- 2010 Summit EMA

December 10, 2010 San Diego, CA – The Code Crew is an Innovator Award winner in the 2010 Summit Emerging Media Award (Summit EMA) competition for their work with Kids for Peace.

“We are pleased to be recognized for our achievements supporting Kids for Peace. Our goal for the redesign of this web site was to create a space of happiness and joy while informing, educating and encouraging donations with ease, reflecting the growth the group has made since its grassroots beginning six years ago. The new site has been a resounding success with increased traffic providing a higher profile for Kids for Peace. Inquiries for starting a chapter have more than doubled since launching the new site and book sales have increased 300%,” said Brook Paquette of The Code Crew.

The Code Crew was formed by three good friends, David Brown, Linda Brown and Brook Paquette. Working independently for many years as a programmer, website/graphic designer and graphic designer/account services respectively, the ‘crew’ decided that joining forces would be more fun, and provide better service to their clients.

“I am thrilled that the Code Crew has been recognized with this prestigious award. The Code Crew is an absolute joy to work with and couldn’t be more deserving. At every turn they are professional, creative, inspiring, instructive, skillful, encouraging and fun!! They were vital in helping us clarify our message and further our mission. Thanks to the Code Crew’s mastery, Kids for Peace has taken a giant leap forward,” stated Jill McManigal, Cofounder and Executive Director of Kids for Peace.

Kids for Peace is a global, 501(c)(3) nonprofit organization dedicated to uplifting our world through love and action. Once a small neighborhood group of children, Kids for Peace has grown to over 98 chapters worldwide. Each chapter, made up of boys and girls of all ages, meets regularly to fulfill their peaceful mission. Learn more by visiting them at www.KidsForPeaceGlobal.org

The Summit EMA competition is based on the premise that advertising is consistently at the forefront of the technological evolution of communication. Some of this year’s judges included: Peter Gorman – Restaurant.com; Chris Jones – Stellar Debris Creative Studios; and Mahiette Tarrago – xpert-design.com.

“Those involved in today’s emerging media technologies are the leaders who are establishing tomorrow’s avenues of advertising communications.” Said Jocelyn Luciano, Executive Director for the Summit International Awards (SIA). “Most communication professionals recognize that established avenues of communication can be reliable and safe. Developing and engaging in emerging media

technologies, along with creative messaging and market awareness, is often a difficult criterion which makes earning a Summit EMA a significant achievement.

The SIA organization is devoted to furthering excellence in the communications industry. It administers rigorous award competitions throughout the year with the goal of recognizing companies and individuals that excel.

Throughout its seventeen-year history, the organization has established itself as one of the premier arbiters of communication excellence. Companies and individuals from more than 50 countries across five continents participate annually in its awards programs. The organization conducts three awards each year: Summit Creative Award, Summit Emerging Media Award and Summit Marketing Effectiveness Award. Additional information about the SIA and its competitions is available at www.summitawards.com.

The Code Crew (TCC) is a referral based custom web site development company creating all types of web sites with passion and attention to detail, eliminating tech speak and providing an enjoyable process for their clients. Learn more by visiting <http://www.TheCodeCrew.net>.