

# Press Kit

## Awards

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Immersion Active has been the recipient of over 80 regional, national, and international awards for our work in interactive design and marketing. Below is a list of some of the organizations that have publicly recognized our work.

- Mature Market Resource Center
- Webby Awards
- ADDY Awards
- Federal Aviation Administration
- NAMA (National Agri-Marketing Association)
- PRINT Digital Design Competition
- National Paragon Awards
- LACP Spotlight Awards
- International Economic Development Award for Excellence in Multimedia

## Recognition

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- Our most recent white paper, "Interactive Design Preferences of 50-Plus Users," was selected for nationwide presentation at all of the 2006-2007 Direct Marketing Association's Mastering the 50+ Marketplace conferences due to its comprehensive and innovative content.
- Immersion Active's development of the website for continuing care retirement community Westminster Canterbury Richmond ([www.wescanric.org](http://www.wescanric.org)) earned a Gold Award from the World Wide Web Mature Media Awards in 2006.