

## Siren Interactive wins several MarCom Creative Awards in 2006

January 31, 2007

**Siren Interactive earned a Platinum Award, Gold Award, and an Honorable Mention from the MarCom Creative Awards for outstanding marketing and communications.**

The MarCom Creative Awards honor excellence and recognize the creativity and hard work of marketing and communications professionals. There were over 5,000 entries in the 2006 competition, with approximately 15% winning a Platinum Award. Winning a MarCom Creative Award indicates that work is highly regarded within the creative industry. The awards bring distinction to the creative talent, departments and/or clients in corporations, agencies or independent creative firms that collaborate on outstanding marketing and communications projects.

**The Platinum Award was awarded to the "AAT Deficiency eLearning" website Siren produced for Baxter Healthcare Corporation.** The project includes animation, video, audio and text that educates healthcare providers about the dangerously under diagnosed Alpha-1 Antitrypsin Deficiency.

Key members of the Siren creative team were Carol Cohn, Linda Martens, Rob C. Laucius and Megan Coleman.

**The Gold Award was designated for the "DiversityConnection.org Home Page" produced for the Institute for Diversity in Health Management, an affiliate of the American Hospital Association.** The project included a drastic redesign of the website to better facilitate the organization's mission to achieve diversity in hospitals and healthcare systems.

Key members of the Siren creative team were Kasia Wandowska, Pam Todd, and Rob C. Laucius.

**The Honorable Mention was awarded for Siren's writing and web content generated for the Hemophilia Galaxy website ([www.hemopheliagalaxy.com](http://www.hemopheliagalaxy.com)).** The site is a comprehensive resource for patients, caregivers and healthcare professionals who deal with Hemophilia.

Key members of the Siren creative team were Katie Mihelich, Su Jang, Sarah Zabrenski, and Jason Ross.