

Siren Interactive wins the Healthcare Standard of Excellence WebAward from the Web Marketing Association.

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Siren Interactive has won the Healthcare Standard of Excellence WebAward from the Web Marketing Association in their 2006 competition.

The Web Marketing Association, founded in 1997, sets a high standard for Internet marketing and web development on the World Wide Web. Staffed by volunteers, this organization includes Internet marketing, online advertising, PR, and web site design professionals who share an interest in improving the quality of online advertising, internet marketing, and website promotion. The Web Marketing Association is the producer of the WebAward Competition. Now in its 10th year, the WebAwards is the premier annual web site award competition that names the best Web sites in 96 industries while setting the standard of excellence for all website development. Nominations came from interactive agencies and web site marketing departments in more than 33 countries from around the world.

Siren's WebAward was earned for their work on the "AAT Deficiency eLearning" program on www.alpha1health.com 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.