



PRESS RELEASE - THE WEB INNOVATION AWARDS - 2010

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INSPIRING DIGITAL AGENCY LAUNCHES THE “WEB INNOVATION AWARDS”

A leading Digital Agency specialising in design, development and consultancy is launching a competition to find the next great idea for the web.

Deep Blue Sky works to enhance its clients’ businesses through the internet, and is the company behind the web-based cult phenomenon www.cheddarvision.tv, which entertained over 1.7million people across the world from Iceland to India, who tuned in to watch the day-to-day happenings of a West Country farm.

The Agency is offering an award of up to £10,000 in design, development and hosting through the **Web Innovation Awards**.

The judges will review each idea using five criteria: innovation, value, engagement, realism and originality. Deep Blue Sky is looking for an original concept which breaks new ground, brings some kind of value to the wider world and the web community, is engaging and works in practice.

Jim Morrison, Technical Director at **Deep Blue Sky** said, “At Deep Blue Sky we value innovation, and we love building systems that exceed people’s expectations and challenge their ideas about what is possible. We now want people to challenge us and bring something fresh and exciting to the table.”

“We pride ourselves on creative, engaging, and original thought and design, and we always strive to add value to our clients’ businesses. We are encouraging people to think and be



creative without the constraint of funding. There are no barriers to who can enter - it's all about the idea."

The Web Innovations Awards are open to anyone who would like to enter, including schools, businesses, charities, community groups and individuals.

Entries to the Web Innovation Awards can be made online at www.deepbluesky.com/awards and the closing date for entries is **30th April, 2010**. The winner will be notified on **31st May 2010** and work will begin to bring the idea to life in **June 2010**.

EDITOR'S NOTES

FURTHER INFORMATION:

Having designed and built websites such as www.cheddarvision.tv Deep Blue Sky is looking for the next great idea. www.cheddarvision.tv was a worldwide viewing phenomenon which entertained over 1.7 million people across the world from Iceland to India. It featured a live video of a 44lb round of Farmhouse Cheddar called Wedginald on YouTube.

During the 12 month broadcast Wedginald built a following on MySpace, received a Valentines Card (which sadly came to nothing), went to the Glastonbury Festival, became a good luck charm during the Rugby World Cup, was interviewed live on "The Today Programme" on BBC Radio 4, wore a Red Nose and was finally auctioned off in Aid of Children in Need.

Wedginald finally left these shores on a commercial flight to New Zealand where he enjoys a quiet life with his new wife, a Pickled Onion.

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