

SANDRIFIC NAMED OFFICIAL HONOREE IN 14th ANNUAL WEBBY AWARDS

DENVER, CO - APRIL 14, 2010 - Sandrific.com has been selected as an Official Honoree for NetArt in the 14th Annual Webby Awards. Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet.

Created by Elizabeth "Betsy" Kimak, Sandrific.com features an open source, interactive Google Maps mashup with photos of sand from around the world. Visitors can click on a location to view a photo slideshow and educational information about each sand sample.

"After awarding the best of the Web for well over a decade, we are always amazed to see the creativity of the work evolve, and expand the impact and scope of the Internet," said David-Michel Davies, executive director of the Webby Awards. "We thank you and your team for creating brilliant work for us to admire and honor."

"I am deeply honored that Sandrific has been recognized by the Webby Awards two years in a row," Kimak said, "and I'm thankful to everyone who has contributed sand and beautiful photos to help build the site, ensuring that Sandrific can continue to bring joy to people who love sand."

The website currently showcases 75 sands from 15 different countries, including the United States, United Kingdom, Canada, France, Mexico, Honduras, Australia, New Zealand, Egypt, and several Caribbean islands.

Of the nearly 10,000 entries submitted to the 14th Annual Webby Awards, fewer than 15 percent were distinguished as an Official Honoree. The complete list of Honorees and categories can be viewed [here](#).

Sandrific.com has been recognized two consecutive years in different Webby categories -- the site was nominated for Best Personal Web Site in last year's 13th Annual Webby Awards. Also in 2009, the website received a Silver Award from the Art Director's Club of Denver.

The Webby Awards is presented by the International Academy of Digital Arts and Sciences, a 750-person judging academy whose members include Internet co-inventor Vinton Cerf, R/GA's Chief Bob Greenberg, "Simpson's" creator Matt Groening, chef Jamie Oliver, Arianna Huffington, and Harvey Weinstein.

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This genre includes work that integrates art and technology, exploring and expanding the Web as a medium. Also called Internet art, digital art, and new media art, NetArt represents contemporary art experiences that use the Web as a key component, though they may include offline physical elements as well, such as interactive kiosks, mobile technology, performance art, or environmental installations. For an in-depth discussion about NetArt, read the [Ten Myths of Internet Art](#), written in 2002 by the Guggenheim Museum's former Assistant Curator of Media Art, Jon Ippolito.

ABOUT ELIZABETH "BETSY" KIMAK

Elizabeth "Betsy" Kimak is an award-winning web producer with more than a decade of experience providing editorial oversight, developing online strategies, and leading projects for educational and government organizations. She specializes in creating authentic, compelling user experiences for public engagement initiatives and campaigns that build strong relationships with diverse audiences. Betsy has managed web properties for the 2008 Denver Convention Host Committee, Greenprint Denver, and the City and County of Denver, and her work has been recognized by art, public policy, and industry peer institutions. More information about Betsy can be found at: <http://www.umaitech.com>.

ABOUT THE WEBBY AWARDS

Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including websites, interactive advertising, online film and video, and mobile websites. Established in 1996, the 14th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by [The International Academy of Digital Arts and Sciences](#). Sponsors and Partners of The Webby Awards include: Microsoft Expression; AOL; YouTube; Pepsi; Aquent; Yahoo!; Corbis Images; Tribal DDB Worldwide; East Media; IDG; PricewaterhouseCoopers; 2advanced.Net; KobeMail; Museum of the Moving Image; Behance; Business Insider; Time Out New York; paidContent and The Guardian. Visit <http://www.webbyawards.com> for more information.