



**For Immediate Release**

**Polishing the Digital Content Stars:  
*IMAT Honours 10 years of Innovation***

Toronto, Canada October 1, 2002 – Celebrating its 10-year anniversary, Interactive Multimedia Arts and Technologies Association (IMAT) is launching the IMAT Innovation Award. The winner will be awarded at the International EMMAs VIP Dinner.

The Innovation Award will be an annual award to honour the spirit of innovation that characterizes the digital media industry in Canada. It will recognize their contribution to the digital medium and celebrate the quality of their work.

For an industry that has experienced a turbulent period this new award is a reason to celebrate!

Judged by a panel of peers from across Canada, the IMAT Innovation Award will be a yearly recognition of the growth and opportunity within Canada's world-class interactive new media.

For its inaugural year, David Turnbull, Minister of Enterprise, Opportunity and Innovation, will present the award to the winner during the International EMMAs VIP Dinner on October 17<sup>th</sup>.

"Innovation has always been the touchstone of interactive media," says Kren Clausen, president of IMAT. "Our industry is driven by a burning desire to innovate, to do something that no one has done before, combining art and technology in a new way that enhances the user experience, while being entertaining and informative."

Entries for the Innovation Award will be accepted until October 10<sup>th</sup>.

**About IMAT**

The Interactive Multimedia Arts and Technologies Association is a new-media trade association dedicated to fostering growth and convergence between all partners in the new media cluster to strengthen the development, growth and recognition of Ontario's world-class digital-media industry. IMAT provides research, professional development, marketing, promotion and international trade opportunities for the New Media industry. <http://www.imat.ca>

**About Emma**

The EMMA Foundation is a not for profit company which encourages the creative, technical and professional development of digital media on a worldwide basis. Designed to support individuals and organizations who think and act globally, the Foundation provides an environment for developing networks, sharing knowledge and creating partnerships across all branches of the industry. The Foundation also manages the International EMMAs, which recognize excellence in all forms of digital media through the acknowledgement of best practice. <http://www.emma-foundation.org>

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