

## FOR IMMEDIATE RELEASE

### **PROTAGONIZE NAMED AS FINALIST IN 8<sup>TH</sup> ANNUAL CANADIAN NEW MEDIA AWARDS** *The industry's most prominent advocates and entrepreneurs to be awarded on November 18th*

**Vancouver, June 9, 2008** – Protagonize has been recognized as one of Canada's new media leaders. Protagonize, developed by Taunt Media, is one of three finalists to be named in the "Excellence in Social Media Websites" category of the 2008 Canadian New Media Awards (CNMA). A Canadian celebrity host will be joined by industry supporters on November 18, 2008 to celebrate and present 14 Pixel Awards at CiRCA in Toronto.

"It's an honour to be selected as a finalist in such a prestigious competition, representing a new awards category for 2008," says Nick Bouton, Founder and Principal, Taunt Media. "The exposure provided by this event brings important attention to new media organizations across Canada and I'm very proud that Protagonize can be a part of it."

"The CNMA recognizes great talent and work in the Canadian digital interactive industry." said Adam Froman, Founder of CNMA and President and CEO of Delvinia. "This year 43 finalists from across 14 award categories demonstrate the innovation and creativity driving the success of the Canadian interactive and new media industries."

The 43 finalists hail from across Canada with 24 finalists from Ontario, 8 from BC, 8 from Quebec, 1 from Alberta, 1 from Saskatchewan, and 1 from Manitoba. More information about the 2008 finalists can be found on: [http://www.cnma.ca/index\\_e/finalists.html](http://www.cnma.ca/index_e/finalists.html)

The CNMA is also happy to announce the continued partnerships with Deloitte and RBC Royal Bank for the following award categories.

- *The Company of the Year* - sponsored by leading professional services firm **Deloitte**. Deloitte managed this award's selection process; finalists were chosen through a confidential interview process by a panel from the consulting, legal, financial and venture communities.
- The Most Promising New Company of the Year – sponsored by **RBC Royal Bank**, this category continues to identify companies to watch by recognizing Canadian companies less than two years old. Each nominated company complete an interview process to qualify.

#### **About Protagonize:**

Protagonize is a creative writing community dedicated to writing various forms of collaborative, interactive fiction. One author writes a story, and others post branches or chapters to it in different directions. The result is an organic, evolving story where everyone can participate. Protagonize, which was launched in December, 2007, was developed by Taunt Media, and is owned and operated entirely out of Burnaby, BC, Canada. For further information, visit [www.protagonize.com](http://www.protagonize.com).

#### **About Taunt Media:**

Taunt Media was established in Vancouver, BC, Canada on January 1st, 2008, and was founded by Nick Bouton. Taunt Media was created in order to sponsor, develop, and nurture several community-driven collaborative web site properties in a variety of fields. Their first project, Protagonize, is an interactive fiction site that was launched in late 2007. Taunt Media has several other sites in development — for further information, visit [www.tauntmedia.com](http://www.tauntmedia.com).

**About the Canadian New Media Awards**

The Canadian New Media Awards (CNMA) were established in 1999 to promote and celebrate excellence within the digital interactive industry. The Awards recognize the accomplishments and outstanding contributions made by Canadians working in this sector. Judges from across the country select 43 finalists and 14 winners from hundreds of entries submitted in featured categories that showcase the world-class skills of the new media industry's top talent, services and products. Each year, hundreds of business and new media professionals from across Canada gather to honour the country's top talent, services and products at the Gala Awards Ceremony. The Awards are presented in partnership with Telefilm Canada, Deloitte and RBC. For further information, visit [www.cnma.ca](http://www.cnma.ca).

**About nextMEDIA: Monetizing Digital Media**

nextMEDIA: Monetizing Digital Media is a digital entertainment, interactive advertising, and technology conference dedicated to connecting all sides of today's rapidly evolving digital media marketplace. The event brings together key decision makers from advertising, broadcasting, publishing and new media to look at the many ways digital content can be monetized.

**About Achilles Media**

Achilles Media Ltd. is an international events management company serving the television and digital media industries. Achilles Media Ltd. events include: Canadian Innovation Exchange (April 29 – 30;) nextMEDIA: The Future of Digital Content (June 6 - 8, 2008), The Banff World Television Festival (June 8-11, 2008); Just Comedy (July 17, 18<sup>th</sup>) History Makers: International Summit of History and Current Affairs Producers (January 17 - 19, 2008); and NATPE Mobile++ (January 28, 2008).

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