

# Press Release

## **Esky Interactive Wins Two ADDY Awards from the American Advertising Federation**

*CoActive Public Relations and DoubleSpeak Media Websites Recognized for Creative Excellence*

SAN FRANCISCO (March 8, 2010) — Esky Interactive, a Silicon Valley-based freelance agency specializing in web design and development, announced today that it has won two ADDY® Awards from the Silicon Valley Chapter of the American Advertising Federation (AAF). The ADDY Awards recognize and reward creative excellence in advertising in the world's largest competition for the advertising industry.

“Receiving the highly prestigious ADDY awards this year is a tremendous honor,” said Esky Interactive Co-founder and Designer, Shali Nguyen. “These awards demonstrate that our talented freelance team delivers creativity and results on par with the largest interactive agencies in the Bay Area.”

Esky Interactive received a Bronze ADDY® Award for the design and development of [www.coactivepr.com](http://www.coactivepr.com), the corporate website for CoActive Public Relations. This full-service public relations firm specializes in communications for the healthcare, life sciences and medical technology industries.

“Esky Interactive achieved everything that we were looking for in a website,” said Carmen Caricchio, President of CoActive Public Relations. “They created a dynamic visual story around our brand while maintaining a well-balanced, information-rich platform that is easy to navigate. While Esky did the work, we are the ultimate winners.”

The second Bronze ADDY® Award was granted for the DoubleSpeak Media website ([www.doublespeakmedia.com](http://www.doublespeakmedia.com)), a socially oriented website promoting the collaborative work of twin political commentators Matthew and Peter Slutsky, as well as their producer Josh Skaroff, through television, radio, new media and film.

“We asked Esky Interactive to create a unique social space to promote our media brand, to showcase our online content and television work and to present an all-encompassing social hub for our collective networks,” said Peter Slutsky, Co-founder of DoubleSpeak Media and frequent commentator for MSNBC, Al Jazeera English, Russia Today and CNN. “They not only captured our vision for the site, but they executed a next generation web platform with automated media channels.”

**About Esky Interactive**

Esky Interactive is a freelance interactive agency based in the Silicon Valley and founded by Shali Nguyen and Dylan Harrington. Committed to providing the best brand and web experience possible, Esky provides website design and development, branding and identity design, social media strategy and content management system integration. The Esky team has worked with brands large and small including CoActive PR, eTrigue, Enrique Iglesias, DoubleSpeak Media, PayPal, Cisco and others.

For more information about Esky Interactive, please visit [www.eskyinteractive.com](http://www.eskyinteractive.com). For more information about the ADDY Awards, please visit [www.aaf.org](http://www.aaf.org).

###