



FOR IMMEDIATE RELEASE  
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**SPEAKNOWFORKIDS.ORG NOMINATED FOR  
BEST ASSOCIATION WEB SITE IN THE 14TH ANNUAL WEBBY AWARDS**  
*FANS CAN VOTE ONLINE TO HELP  
SPEAKNOWFORKIDS.ORG WIN INTERNET'S TOP HONOR AT WEBBY.AOL.COM*

(ALEXANDRIA, VA) THE NATIONAL ASSOCIATION OF CHILDREN'S HOSPITALS (N.A.C.H.) ANNOUNCED TODAY THAT ITS WEB SITE, SPEAKNOWFORKIDS.ORG HAS BEEN NOMINATED FOR BEST ASSOCIATION WEB SITE 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.

SPEAKNOWFORKIDS.ORG IS THE WEB SITE FOR THE SPEAK NOW FOR KIDS IN HEALTH REFORM, A NATIONAL CAMPAIGN IMPLEMENTED BY N.A.C.H. TO GIVE VOICE TO CHILDREN'S NEEDS IN HEALTH CARE REFORM LEGISLATION. THE WEB SITE, DEVELOPED FOR N.A.C.H. BY ADFERO GROUP, CAPTURED PERSONAL STORIES FROM FAMILIES, HEALTH CARE PROVIDERS, ADVOCATES AND POLICY LEADERS THROUGH VIDEO, PHOTOS AND WRITTEN WORD TO ENCOURAGE CONGRESS TO CONSIDER CHILDREN'S HEALTH CARE NEEDS IN HEALTH REFORM LEGISLATION.

"WE ARE DEEPLY HONORED TO BE RECOGNIZED FOR SPEAKNOWFORKIDS.ORG," SAID LAWRENCE A. MCANDREWS, PRESIDENT AND CEO, N.A.C.H. "WHEN THE SITE WAS BUILT, IT WAS OUR INITIAL INTENTION TO ATTRACT INDIVIDUALS WHO WERE PASSIONATE OVER CHILDREN'S HEALTH CARE NEEDS. WE COULD NEVER HAVE EXPECTED THAT OUR COLLABORATION WITH THE ADFERO GROUP COULD LEAD TO SUCCESS ON THE HEALTH REFORM AND WEB DESIGN FRONTS."

"NOMINATED SITES LIKE SPEAKNOWFORKIDS.ORG ARE SETTING THE STANDARD FOR INNOVATION AND CREATIVITY ON THE INTERNET," SAID DAVID-MICHEL DAVIES, EXECUTIVE DIRECTOR OF THE WEBBY AWARDS. "IT IS AN INCREDIBLE ACHIEVEMENT TO BE SELECTED AMONG THE BEST FROM THE NEARLY 10,000 ENTRIES WE RECEIVED THIS YEAR."

AS A NOMINEE, SPEAKNOWFORKIDS.ORG IS ALSO ELIGIBLE TO WIN A WEBBY PEOPLE'S VOICE AWARD, WHICH IS VOTED ONLINE BY THE GLOBAL WEB COMMUNITY. FROM NOW UNTIL APRIL 29TH, SPEAKNOWFORKIDS.ORG FANS CAN CAST THEIR VOTES IN THE WEBBY PEOPLE'S VOICE AWARDS AT WEBBY.AOL.COM.

WINNERS WILL BE ANNOUNCED ON MAY 4TH, 2010 AND HONORED AT A STAR-STudded CEREMONY IN NEW YORK CITY ON JUNE 14TH WHERE THEY WILL HAVE AN OPPORTUNITY TO DELIVER ONE OF THE WEBBY AWARDS' FAMOUS FIVE-WORD SPEECHES. PAST WEBBY AWARD WINNERS - AND THEIR SPEECHES - INCLUDE AL GORE ("PLEASE DON'T RECOUNT THIS VOTE."), STEPHEN COLBERT ("ME. ME. ME. ME. ME."), AND MICHEL GONDRY ("KEYBOARDS ARE FULL OF GERMS").

FOR A FULL LIST OF LAST YEAR'S FIVE-WORD SPEECHES, PLEASE VISIT:  
[HTTP://WWW.WEBBYAWARDS.COM/PRESS/SPEECHES.PHP](http://www.webbyawards.com/press/speeches.php).

THE WEBBY AWARDS IS PRESENTED BY THE INTERNATIONAL ACADEMY OF DIGITAL ARTS AND SCIENCES, A 650-PERSON JUDGING ACADEMY WHOSE MEMBERS INCLUDE INTERNET CO-INVENTOR VINTON CERF, R/GA'S CHIEF BOB GREENBERG, "SIMPSON'S" CREATOR MATT GROENING, ARIANNA HUFFINGTON, AND HARVEY WEINSTEIN.

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THE NATIONAL ASSOCIATION OF CHILDREN'S HOSPITALS (N.A.C.H.) IS THE PUBLIC POLICY AFFILIATE OF THE NATIONAL ASSOCIATION OF CHILDREN'S HOSPITALS AND RELATED INSTITUTIONS. REPRESENTING MORE THAN 140 FREESTANDING ACUTE CARE CHILDREN'S HOSPITALS, FREESTANDING CHILDREN'S REHABILITATION AND SPECIALTY HOSPITALS, AND CHILDREN'S HOSPITALS ORGANIZED WITHIN LARGER MEDICAL CENTERS, N.A.C.H. ADDRESSES PUBLIC POLICY ISSUES AFFECTING CHILDREN'S HOSPITALS' MISSIONS OF SERVICE TO THE CHILDREN OF THEIR COMMUNITIES, INCLUDING CLINICAL CARE, EDUCATION, RESEARCH AND ADVOCACY.

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 WEB SITES. ESTABLISHED IN 1996, THE 13TH 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!; TRIBAL DDB WORLDWIDE; EAST MEDIA; IDG; PRICEWATERHOUSECOOPERS; 2ADVANCED.NET; KOBEMAIL; MUSEUM OF THE MOVING IMAGE; BEHANCE; BUSINESS INSIDER AND TIME OUT NEW YORK.