

BrainLine.org Celebrates First Anniversary with Six Prestigious Awards

“...it doesn't surprise me that BrainLine has won the Freddie [award] for best website. It is the first and only website I would recommend to anyone who wants to know more about brain injuries.”

— Shireen Jeejeebhoy, blogger

For Immediate Release

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ARLINGTON, VA — BrainLine, a project launched by WETA Washington, DC in partnership with the Defense and Veterans Brain Injury Center, has won six prestigious awards in its first year of operation.

“It's always been hard to find good information about brain injury,” said BrainLine Executive Director Noel Gunther. “We're trying to talk about brain injury in an engaging way, and to develop a community for people with brain injuries, their families, and anyone involved in providing care.”

An estimated 1.4 million Americans sustain a traumatic brain injury (TBI) each year from incidents involving motor vehicle crashes, bicyclist or pedestrian injuries, falls, sports-related accidents, and injuries due to physical abuse and violence. Among those most at risk for traumatic brain injury are children, late teens, and older adults.

Recognizing a national need to educate people about preventing, treating, and living with traumatic brain injury, BrainLine's mission is to disseminate authoritative information about traumatic brain injury and to create a strong community of support for all people affected by TBI.

BrainLine.org includes top-notch information for people with TBI, their family and friends, and the professionals who care for them. In addition to video webcasts, interviews, a free monthly newsletter, an extensive list of resources, and other articles, BrainLine features several weekly series including Ask the Expert, Research Updates, and Personal Stories. Many of the text features on the site are also translated into Spanish.

BrainLine.org also offers several RSS feeds and has thousands of followers on several social networking sites. To date, BrainLine has more than 17,130 followers on Twitter, 2,550 members and fans on Facebook, 5,760 video views on YouTube, and more than 330 members on LinkedIn.

Only a year after being launched, BrainLine.org has been honored with six top awards recognizing quality health and medical educational multimedia. Much of this honor goes to the thousands of people who visit BrainLine.org, who return to the site on a regular basis, give us honest feedback, and collaborate with us on many levels.

These six awards include:

2009 Freddie Award, Winner for the Web Site Category

The International Health and Media Award, known as the Freddie, is given by the MediMedia Foundation. The Freddie Awards recognize quality health and medical videos, DVDs, CD-ROMs, CDs, and websites that address health or medical issues for consumers or healthcare professionals. BrainLine won the Freddie for the Web Site Category. The other Web Site Category finalists were realwarriors.net, crestor.com, anatomy.tv, lifescrpt.com, and TooSmartToStart.samhsa.gov.

<http://www.thefreddies.com/Awards/Results.aspx?CategoryId=32&Year=2009>

2009 Interactive Media Awards, Best in Class Award, Health/Nutrition Category

BrainLine received the Best in Class Award, the highest award in the Health/Nutrition Category, from Interactive Media Council, Inc. The IMC recognizes excellent web design and development with their Interactive Media Awards.

<http://www.interactivemediaawards.com/winners/certificate.asp?param=66408&cat=1>

2009 Web Marketing Association's WebAwards, Standard of Excellence Award, Non-Profit Category

BrainLine received a Non-Profit Standard of Excellence Award for outstanding achievement in web design from the Web Marketing Association. Although the industry average score was 49 points, BrainLine scored 59.5 to receive the award. The judges said in their remarks, "Thoughtful organization of content, attractive design, and dynamic features and functions. Nice job!"

<http://www.webaward.org/winner.asp?eid=13019>

2009 American Speech-Language-Hearing Association Media Award

The American Speech-Language-Hearing Association (ASHA) has recognized BrainLine with one of their 2009 Media Awards. Other recipients of the 2009 ASHA Media Award include the *Chicago Tribune* and Radio Disney. According to ASHA President Sue Hale, "Our media award winners this year used their specific medium — whether the Internet, print, or radio — to educate diverse segments of the public about human communication issues in ways that helped ensure that effective communication, a human right, truly is accessible and achievable by all."

<http://www.asha.org/about/news/2009/2009mediaaward.htm>

2009 Silver W³ Award

BrainLine won a silver 2009 W³ Award in the health category. The W³ Awards honor creative excellence on the web and recognize the creative and marketing professionals behind award-winning sites, videos, and marketing programs. The W³ is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising, and marketing firms.

<http://w3award.com/webapp/winners>

2009 World Wide Web Health Awards

The Health Information Resource Center (HIRC) has recognized BrainLine with a Bronze World Wide Health Award in the Health Promotion/Disease & Injury Prevention Information category. According to the HIRC, "The Web Health Awards is a program that recognizes the best Web-based health-related content for consumers and professionals."

http://www.healthawards.com/wwwha/ss2009winners/hp_web.html

BrainLine.org is a national multimedia project produced by WETA, the flagship public television and radio station in Washington, DC. Sharon Percy Rockefeller is president and CEO of WETA. The project is funded by the Defense and Veterans Brain Injury Center through a contract with the Henry M. Jackson Foundation. Government funding support is not an endorsement of WETA or any of its products, including this website.

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*For more information,
visit www.BrainLine.org*