



\*\*\*For Immediate Release\*\*\*

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Contact: Chris Cooper – 212.726.9161; [ccooper@gracelinks.org](mailto:ccooper@gracelinks.org)

## Popular Online Spoof Nominated for Webby Award!

[New York, NY] – The internet's most popular animated advocacy film, *The Meatrix* ([www.TheMeatrix.com](http://www.TheMeatrix.com)), has been nominated for yet another prestigious award—the Webby Awards, the leading international awards honoring excellence in web design, creativity, usability and functionality. Known as the 'Online Oscars', the Webby Awards are presented annually by [The International Academy of Digital Arts and Sciences](http://www.theinternationalacademyofdigitalartsandsciences.com), a 500-member body of leading web experts, business figures, luminaries, visionaries and creative celebrities. This year, the Academy has nominated *The Meatrix* in the Nonprofit category and also for the prestigious "People's Voice Award".

In order to win the Webby's "People's Voice Award," *The Meatrix* will need to be the top pick of the public, who can vote for the popular film by going to: <http://pv.webbyawards.com/register.html>, and choosing *The Meatrix* in the "charitable organization/non-profit" category. Each email address is permitted one vote. Voters can also post anonymous (or signed) comments about *The Meatrix*

Since its debut in late 2003, well over 7 million people have viewed the humorous flash animation spoof featuring a trench coat-clad cow named Moopheus. Critics everywhere, from *Adbusters* to *PR Weekly* to *The Nation* have lauded the film's unique pop culture approach to educating the public about factory farming.

*The Meatrix* also has enjoyed tremendous success on the independent film festival circuit, picking up seven major awards and numerous accolades. In March, the film took the popular film and music festival South by Southwest by storm, winning the award for best animated internet short in the classic category. The South by Southwest award followed on the heels of a November 2004 award for Best Documentary Short at the Fourteenth Annual Environmental Media Association Awards (the EMAs) in Los Angeles. *The Meatrix* has also received awards from the Annecy International Animated Film Festival, The Glynwood Foundation, and Media Rights' Media That Matters Film Festival.

**Contact:** Chris Cooper, Media Relations Director  
212.726.9161; [ccooper@gracelinks.org](mailto:ccooper@gracelinks.org)



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