



For Immediate Release

September 13, 2005

Contact: Chris Cooper; ccooper@gracelinks.org; 212.726.9161

Award-winning Film Takes Home Another Prize ***The Matrix receives coveted Web Award***



[New York, NY] - The Global Resource Action Center for the Environment (GRACE), the team behind the award-winning Internet flash animation film *The Matrix* (www.thematrix.com), recently had to make room on their walls for yet another award. Nearly two years after its debut, the anti-factory farming spoof *The Matrix* is still making waves, most recently winning a 2005 Web Award from the Web Marketing Association (WMA).

The WMA's Web Award Competition is now in its 9th year, and is designed to recognize the "most effective websites on the Net today." Using criteria like design, innovation, content, technology, interactivity, copywriting, and ease of use, the judges honored *The Matrix* with an award for "outstanding website," which acknowledges websites that are beyond the standard of excellence for a particular industry.

"First site I judged," commented one judge. "You didn't just set the bar high, you set it into the clouds. Fantastic."

"It's always an honor to be acknowledged by one's peers," said Diane Hatz, GRACE's Marketing Director and Executive Producer of the film. "We're currently gearing up for the release of *The Matrix* sequel, where we will take web marketing to the next level."

Since its debut in 2003, *The Matrix* has achieved tremendous success and received over a dozen major film and Internet awards, including a prestigious Webby award and honors from South by Southwest Film and Music Festival, the Environmental Media Association, and the Media Rights' Media That Matters Film Festival. Across the globe, over 10 million people have viewed the film, which is now translated into 14 different languages. Due to overwhelming critical acclaim, GRACE, in partnership with Free Range Graphics, is now hard at work on a sequel, *The Matrix Revolting*, which is due out January 2006.

As *Adbuster's* has aptly quipped about *The Meatrix*: "The revolution will not be televised. It will be emailed."

Contact: Chris Cooper, Media Relations Director
212.726.9161; ccooper@gracelinks.org



(Global Resource Action Center for the Environment) is a nonprofit organization that works with research, policy and grassroots communities to raise awareness and promote solutions to preserve the planet for future generations. Visit us at www.gracelinks.org