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For Immediate Release

Three projects financed by the Bell Broadcast and New Media Fund win at the 2005 Canadian New Media Awards.

New media companies Bluesponge & Locomotion, NDi Média, and Xenophile Media were recognized for their work winning Canadian New Media Awards last night at the ceremony held in Toronto.

Bluesponge and Locomotion won *Excellence in Culture, Lifestyle Arts* for the project **madeinMTL.com** (www.madeinmtl.com). This media-rich website is a virtual visit to Montreal with thousands of photographs, over 50 hours of video, short films, sound bites and hundreds of articles. Users contribute to the site, creating an ever-changing and impressionistic portrait of the city, providing practical information and encouraging virtual explorations.

NDi Média won *Excellence in Children's* for **Arctic Mission** (www.nfb.ca/missionarctique) The cyberdocumentary website allows users to explore the effects of global warming in the Arctic as they take part in a virtual voyage through the Northwest Passage. The site educates the user on global warming, arctic climate and more through video, Flash sequences, interactive maps, educational games and over 160 articles.

Xenophile Media was awarded *Excellence in Cross Platform* for **ReGenesis Extended Reality** (www.regenesistv.com). An exploratory game, viewers from the television series are drawn into a conspiracy and mystery that weaves in and out of the series onto the internet through email and other media to immerse the viewer, blurring the line between fiction and reality.

The Bell Fund would also like to congratulate Evan Jones from Xenophile Media, who is also the Associate Producer of ReGenesis Extended Reality. Evan was awarded the 2005 CNMA for *Graduate of the Year*.

The Bell Broadcast and New Media Fund provides grants to independent new media producers who develop and produce television content complimented and enhanced by outstanding interactive content designed for digital delivery. These new media projects are helping traditional television producers and broadcasters to discover the added value of interactive productions.

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