

Not Worth It Scores Again

[Spark Media's Allan Kennedy was Interactive Art Director and Lead Flash Developer for this project]The Workers' Compensation Board of Nova Scotia's popular youth oriented interactive website, notworthit.ca, has received an international award. The American Association of State Compensation Insurance Funds presented its annual Communications Awards to the best, most creative and effective communications programs from various compensation boards and insurance funds throughout North America. The WCB won first place in the website category, one of 13 award groups presented at the annual conference and awards ceremony in Big Sky, Montana. The online interactive environment notworthit.ca was designed to look like a typical retail clothing store. Using humour, graphic imagery and sophisticated web design, the site has proven effective in reaching a demographic that may not otherwise consider the dangers of being hurt at work. [Notworthit.ca](http://notworthit.ca), developed by the WCB in partnership with Extreme Group, has received praise from other leading industry observers. It was named Atlantic Canada's only finalist for the 2007 Cannes International Advertising Festival's Cyber Lion Award, which honours outstanding web-based advertising. The site was also named the 2007 web design award winner by Applied Arts Magazine, a Canadian publication focusing on visual communications. <http://thechronicleherald.ca/Business/853098.html>