



2008 Corbis Creativity for Social Justice Award Winners Strike Gold!

2008 Corbis Sosyal Adalet için Yaratıcılık Ödülleri Altın Madalya Kazananları!

The professional award this year was a tie, with both winners receiving the ADC's highest honor, the prestigious ADC Gold Cube. The benefiting charitable causes will split the \$20,000 prize as well as additional money resulting from Corbis' "Search for Justice" initiative.

"We are so thrilled that these winners received the ADC's highest honor - the ADC Gold Cube," said Renee Martin, Vice President, Sales & Service, North America, who presented the awards to the winners at the ADC Gala. "Corbis is dedicated to supporting the creative community and the non-profit causes that creatives have spent their hard-to-find free time to support. We love recognizing this incredible talent."

TAXI Canada was awarded a Gold Cube for a community initiative it conceived and launched called The 15 Below Project (<http://15belowproject.org/>) to mark the agency's 15-year anniversary. TAXI executive creative director, Steve Mykolyn, developed the idea for the high-concept, low-cost jackets to help the homeless who can't get off the streets to survive extreme winter conditions. Stuffed with newspaper it's a winter coat. Stuffing removed, it becomes a raincoat. When not being worn, it converts into a backpack that can be used as a pillow. On behalf of its clients and staff, TAXI Canada donated 3,000 15 Below jackets to the homeless throughout Canada and the U.S.

Vitruvio Leo Burnett Spain was awarded a Gold Cube for its pro bono work supporting the Prodis Foundation (<http://www.fundacionprodis.org/>), which helps those with Down syndrome achieve a more independent lifestyle. Vitruvio Leo Burnett responded to a brief from Prodis to create a public awareness campaign communicating that children with Down syndrome can be active participants in society. The agency conceived a campaign called "Let Us Do It," whereby children with Down's created and shot an ad and movie trailer themselves to address misconceptions about those with Down syndrome and illustrate their capabilities and skills.

James Yang, a student of New York-based School of Visual Arts (SVA), was selected as the Corbis Creativity for Social Justice Scholarship winner for his project based on the Darfur Genocide Campaign (<http://www.savedarfur.org/>), an organization dedicated to raising public awareness about the atrocities in Darfur. James' poster campaign expressed the loss of life in Darfur through graphic symbolism and a slogan '400,000 killed and still growing.' The artwork consisted of a long succession of posters featuring red check marks, which visually expressed the number of lives lost. The red check marks also became the campaign's logo. While the project was done on behalf of a real non-profit organization, it did not require the participation or consent of the organization.

"It's clear that this award category is driven by passion—from the non-profits to the creatives and full circle back to Corbis," said Ami Brophy, Executive Director of the ADC. "We hope that these awards encourage others to use their creative skills to benefit the non-profit sector and ultimately their communities at large."

