

For Immediate Release

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ISM Selected as 2009 MITX Interactive Awards Finalist

Agency's TravelTweets100® site recognized as a leading social influence application

BOSTON, MA -- [ISM](#), a consulting, marketing and advertising firm that specializes in problem solving for premier travel and lifestyle brands, today announced its [TravelTweets100](#) website has been selected as a finalist in the “social influence application” category for the 14th Annual MITX Interactive Awards. Held annually by the [Massachusetts Innovation & Technology Exchange](#), the MITX Awards recognize excellence in the creation of web innovations designed, produced or developed in New England.

Begun in 1996, the MITX Awards has grown to the largest and most prestigious awards competition in the country for technology innovations and celebrates the best creative and technological accomplishments emerging from the region.

“The MITX Awards celebrate the union of the big idea and innovation. Every year the synergy between creative ideas and technology becomes more transparent. Our finalists are some of the world’s most forward thinking marketing and creative experts who help national and local brands connect with their audiences through the use of technology” said Kiki Mills, president of MITX. “MITX is proud to be the foundation for our region’s vibrant digital community, and to recognize and keep our creative minds, marketing strategists, technology developers and consumers at the forefront of evolution.”

The nominated TravelTweets100 site is a curated collection of 100 influential travel resources on Twitter. Visitors to the site can view a single display of the latest tweets from these 100 contributors, along with their Twitter profiles. Among those featured are travelers, writers, connoisseurs, industry leaders and marketing experts, varying from travel writers for big media corporations to independent bloggers who are traveling the world just looking for adventure.

“It’s great to hear MITX appreciates our Twitter-powered TravelTweets100 site,” remarks Max Pfennighaus, ISM’s Associate Creative Director / Digital. “We’re an agency that lives and breathes travel, and are constantly using social media tools to learn about what makes travelers tick. TravelTweets100 was designed to be both a learning tool for ourselves, and a way to share some of our insights with those who share our passion for travel.”

ISM will be recognized with other finalists at a gala awards ceremony expected to attract over 1,000 of the region's top interactive marketing and technology professionals. Winners will be announced at the ceremony in the Boston Marriott Copley Place on Tuesday, November 17th. Tickets can be purchased at www.mitxawards.org/interactive.

The 2009 MITX Awards are sponsored by: [PricewaterhouseCoopers](#), [DLA Piper](#), [Google](#), [Microsoft New England Research & Development Center](#), [Sitecore](#), [Blue Sky Factory](#), [Fidelity](#), [Reebok](#), [Technology Review](#) and [The Jordan, Edmiston Group, Inc.](#) Creative sponsors include: [Atom Group](#), [iBeam](#), [massAV](#) and [Viewpoint Creative](#).

About ISM

ISM provides innovative marketing and advertising solutions to leading travel and lifestyle brands. The agency is based in Boston and features a passionate team of senior-level staff from the client side of the industry alongside top creative talent. Creating stories that travel since 1984, ISM includes among its current clients Four Seasons Hotels and Resorts, American Express, Emirates, Abercrombie & Kent Residence Club, Best Western and the United Nations Foundation.

About MITX

Established in 1996 The Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 70 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. For more information please go to www.mitx.org.

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