
WilmerHaleLaunch.com Honored with 2015 WebAward

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WilmerHaleLaunch.com, the firm's innovative site dedicated to the needs of early-stage company founders, was recognized by the Web Marketing Association (WMA) in its 2015 WebAward Competition. Dedicated to helping raise the standard for Internet marketing and website development, the WMA recognized WilmerHaleLaunch.com with the [Legal Standard of Excellence](#) award.

The judging panel called WilmerHaleLaunch.com "an impressive site with lots of relevant content, written in plain language, yet with a voice (highly unusual and much appreciated!)." The judges lauded the site as "attractive and cleanly designed" and commented that its "high interactivity is a great feature."

"WilmerHaleLaunch.com is a valuable online destination for entrepreneurs and investors, and a source of great pride for the firm and its Emerging Company Practice," says Corporate Practice Co-Chair [Mick Bain](#). "Full credit goes to the vision, creativity, skill, tenacity, patience and good humor of our project team. They not only kept the project moving when busy lawyers got distracted, but were the driving force behind this accomplishment."

Working with the [Emerging Company Practice](#) to design the site were members of the Information Services and Client Development Departments. In particular, Director of Communications Chris Postizzi, Digital Marketing Manager Stephanie Duquette Wilson, Knowledge Manager Mara Goldsmith, Director of Knowledge Asset Services Marybeth Corbett, Senior Marketing Solutions Specialist Paula Tyska, and members of Client Development's Visual Communication team, were central to the project.

"Our goal was to make WilmerHaleLaunch.com a business driver for emerging companies, blending thought leadership, incisive legal content and the latest web technology," says Postizzi. "The WebAward is a testament to the success of the team in creating a site that offers a multifaceted user experience and a rich array of content."

Since 1997, the WMA has recognized the best websites through its annual WebAward Competition, which sets the standard of excellence for website development. According to the WMA, website entries are judged by independent experts from around the world, and the competition is considered the premier award recognition program for website developers and marketers.