



## **BACKGROUND**

### **IBM Canada Supports the Governor General's Performing Arts Awards Program**

In August 2006, IBM Canada Ltd. was honoured to be named the technology partner of the 2006 Governor General's Performing Arts Awards. These innovative Awards - which honour the lifetime achievement of Canada's performing artists in the fields of theatre, dance, classical music, opera, popular music, film and broadcasting - are widely acknowledged as Canada's foremost distinction for performing artists.

IBM was privileged to create a Web site for the Awards that is well-branded, relevant to Canadians and considered a one-stop information source for the awards, the recipients and the events.

IBM provided the creative direction, design, and development for the Web site. Its design showcases the creative skills of the IBM Centre for Solution Innovation :: Toronto, while highlighting the contributions and talent of award recipients.

The goal of this project was to ensure the site was user-friendly, easy to navigate, visually stimulating and included critical details such as recipient information, gala event logistics and how to nominate a performing artist. In just five collaborative weeks, the first phase was complete with an interactive and engaging site worthy of the prestigious award recipients who embody its pages.

To view the Web site visit <http://www.bce.ca/ggawards/>

The IBM Centres for Solution Innovation combine the creative and strategic talent of a full-service agency with the broad capabilities of IBM, including IBM Global Business Services and IBM Research, to bring an unparalleled level of knowledge and expertise to every engagement. Our global Centre network offers unique think-tank environments where clients can work collaboratively with IBM industry, creative and technology experts to plan, develop, and launch next-generation business solutions.

Fundamental to IBM's operation of its business has been a demonstrated global commitment to good corporate citizenship at the local, national and international levels. At IBM we are proud of our commitment to corporate citizenship and our 89 year history of corporate philanthropy.

### **About IBM**

For more information on IBM Canada please visit [www.ibm.ca](http://www.ibm.ca)

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