



**FOR IMMEDIATE RELEASE**

**BOOMWRITER MEDIA AWARDED FOR MOST INNOVATIVE DIGITAL CREATIVE AT THE 2013 MITX INNOVATION AWARDS**

*Annual Awards Show Celebrates New England's Most Innovative Web and Mobile Technology Achievements*

**Boston, Mass., June 3, 2013** — [BoomWriter Media, Inc.](http://www.BoomWriter.com), has been selected as a winner in the category of Most Innovative Digital Creative for the 2013 MITX Innovation Awards.

The annual MITX Innovation Awards program is the largest awards competition of its kind, celebrating the innovations powering the future of marketing and revolutionizing the way we work and play. The MITX Award winners were announced in 15 general categories, as well as the PricewaterhouseCoopers Promise Award, Best of Show, an all-new Visionary Award, and People's Choice Award, at a sold out ceremony held on June 3th at the Westin Copley Place in Boston.

Chris Twyman, CEO and Co-Founder of BoomWriter Media, said: "We're delighted to be the winner of the 2013 MITX Innovation Award for the Most Innovative Digital Creative. Our digital content creation platform engages and empowers students and educators to collaborate in group writing projects in schools, after schools clubs, youth clubs, libraries, camps and more. BoomWriter facilitates and celebrates the creativity of aspiring writers worldwide."

"We created the Innovation Awards to give our exciting Massachusetts-based digital and internet companies a chance to showcase their best stuff," said MITX President Debi Kleiman. "This year's winners are top notch, demonstrating just how awesome the tech community is here in Mass, MITX is thrilled to honor their achievements."

Judges for the MITX Awards included over 70 industry professionals representing various disciplines including creative directors, designers, technologists, investors, and business professionals.

The 2013 Innovation Awards were sponsored by PricewaterhouseCoopers, Acquia, The Atom Group, Cassidy Turley, Everon, TJX, TripAdvisor, Vitamin T, and Wilmer Hale.

For the complete list of winners and other information please visit the [MITX Innovation Awards Website](http://www.MITXInnovationAwards.com).

**About BoomWriter Media**

BoomWriter Media of Cambridge, Massachusetts is a digital education company that engages children and educators in collaborative storytelling. Its award-winning, Web-based publishing platform brings passionate educators, technology experts, corporate sponsors, enthusiastic parents and students together to promote and develop reading, writing, creativity, critical thinking and other essential 21st century skills. BoomWriter partners with authors, celebrities, and educators to spark imaginations and inspire collaboration. For more information, go to <http://www.BoomWriter.com>. Follow us @BoomWriter\_ or become a fan at [www.facebook.com/BoomWriter](http://www.facebook.com/BoomWriter).

**About MITX**

Established in 1996, MITX -- the Massachusetts Innovation & Technology Exchange -- is the leading industry organization focused on the web and mobile, bringing together the digital marketing, media and technology community to engage in what's next and how it will impact the marketing and business worlds. Connecting more than 7,500 professionals in New England, MITX is a dynamic community of thought leaders and collaborators in search of insight, education and opportunity. Creator of FutureM, MITX is headquartered in Boston, MA. For more information, visit <http://www.mitx.org/>.

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