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## Memorial Sloan Kettering's Website Nominated for Webby Award

total entries, the Center's website is one of five nominated in the Health category.

"We are truly excited about this nomination, which is a testament to our staff's exhaustive and innovative efforts to redesign a website that more effectively communicates our mission to further cancer prevention, treatment, research, and education," said Kathy Lewis, Vice President of Public Affairs at Memorial Sloan Kettering.

World renowned for its commitment to exceptional and compassionate cancer care, the Center redesigned its online presence with assistance from [Magnani Caruso Dutton](#) and launched the revamped site in December, 2011. Memorial Sloan Kettering's website receives more than five million visits per year and is accessed by cancer patients and their families, medical professionals, researchers, and students from around the world.

In addition to The Webby Award in the Health category, Memorial Sloan Kettering is eligible for The Webby Awards' "People's Voice Award," for which fans across the globe can vote online. Voting is open through Thursday, April 26. Those who wish to support Memorial Sloan Kettering's nomination are encouraged to cast their votes and help the Center win this top honor.

"Nominees like Memorial Sloan Kettering Cancer Center are setting the standard for innovation and creativity on the Internet," said David-Michel Davies, Executive Director of The Webby Awards. "It is an incredible achievement to be selected among the best from the nearly 10,000 entries we received this year."

The International Academy of Digital Arts and Sciences (IADAS), which nominates and selects The Webby Award winners, is composed of web industry experts, including media mogul Arianna Huffington, Skype CEO Tony Bates, SHFT.com co-founder Adrian Grenier, Instagram co-founder Kevin Systrom, mobile-phone inventor Martin Cooper, and Mikael Hed, CEO of Rovio, which created the Webby Award-winning game application Angry Birds.

The IADAS will announce The Webby Award winners on May 1 and honor them on May 21 at a star-studded ceremony at the Hammerstein Ballroom in New York City.

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