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FOR IMMEDIATE RELEASE

SILK ROAD PROJECT WEBSITE WINS COMMUNITY CHOICE AWARD

November 11, 2009, Providence, R.I.—[The Silk Road Project](#), a not-for-profit artistic, cultural and educational organization under the artistic direction of acclaimed cellist Yo-Yo Ma, has won a national award for its website, which was developed by a Pawtucket, RI, company and designed by an Arlington, MA, firm.

The DotNetNuke ® Corp., the company behind the most widely adopted web content management system (CMS) and application development framework for building websites and web applications on Microsoft .NET, announced on Friday, November 6, 2009, that the website won its Community Choice Award for the Most Creative/Original Site.

[Embolden](#), which developed the Silk Road Project website in conjunction with [Hecht Design](#), will receive the award on Wednesday, November 11, 2009, on behalf of the Silk Road Project in Las Vegas at [OpenForce '09 Connections](#), a professional conference where DotNetNuke and Microsoft .NET developers learn about the latest developments in the DotNetNuke world.

A catalyst for promoting innovation and learning through the arts, the Silk Road Project has a vision of connecting the world's neighborhoods by bringing together artists and audiences around the globe. The Project takes inspiration from the historic Silk Road trading route — what founder Yo-Yo Ma has called “the internet of antiquity”— as a modern metaphor for multicultural and interdisciplinary exchange. The site stood out in one of four categories awarded in the OpenForce Connection Division. Winners were nominated and voted on by the DotNetNuke community for being the best websites created using the DotNetNuke platform.

Embolden collaborated with Hecht Design to marry great design with best practices for web development and usability. The site also showcases creative ways to display information and integrates Silk Road Radio; an MP3 player where visitors can listen to performances; and Postcards from the Road, a dynamic photo gallery with “postcards” from the Project's programs around the world.

Embolden, based in Rhode Island, is a premier full-cycle and full-service web development, design and consulting firm specializing in community foundations and

nonprofit organizations. DNN is at the center of Embolden's development strategy, where custom web applications benefit from the power, stability, and extensibility that DNN offers.

Embolden's clients include The Rhode Island Foundation, The Philadelphia Foundation, The Leadership Alliance at Brown University, New York Community Trust, Baltimore Community Foundation, The Vermont Community Foundation and The Alaska Community Foundation.

Hecht Design creates websites, brand identities, and print collateral for notable academic, arts, research, corporate and consulting organizations. Hecht's clients include Boston Symphony Orchestra, The Wyss Institute for Biologically Inspired Engineering at Harvard University, The Whitehead Institute for Biomedical Research, The David H. Koch Institute for Integrative Cancer Research at MIT, Blue Cross Blue Shield Foundation of Massachusetts, Boston Community Capital, and Pathfinder International.

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