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AARP's Original Web Series "Takei's Take" Nominated for Two Webby Awards

WASHINGTON (April 21, 2014) – AARP today announced its original Web series ***Takei's Take*** has been honored with two nominations for the **18th Annual Webby Awards** in both the Technology and First Person categories. Hosted by actor, and social media mega-power **George Takei**, *Takei's Take* is an original series from AARP on YouTube that takes a smart, funny, and irreverent look at our shared digital experience. One of the fastest growing YouTube channels for the Boomer audience in 2013, the program reached nearly 100,000 subscribers in its first season and is currently in production for its second season, which will launch later this year.

"With Takei's Take, we wanted to take an innovative approach to reaching adults looking to learn about the latest on the Internet and the response has been outstanding," said Myrna Blyth, editorial director for AARP Media. "Season one's performance has demonstrated that the 45+ audience is craving this type of content and we're honored to be recognized with two Webby nominations for our efforts."

Hailed as the "Internet's highest honor" by *The New York Times*, The Webby Awards are the leading international awards honoring excellence on the Internet. The Webby Awards presents two honors in every category—**The Webby Award** and **The Webby People's Voice Award**—in each of its five entry-types: Websites, Interactive Advertising & Media, Online Film & Video, Mobile & Apps and Social. Members of The International Academy of Digital Arts and Sciences (IADAS) select the nominees for both awards in each category, as well as the winners of The Webby Awards. Through a public vote, the online community determines the winners of the Webby People's Voice.

"Honorees like Takei's Take 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 12,000 entries we received this year."

Established in 1996, The Webby Awards received nearly 12,000 entries from all 50 states and over 60 countries worldwide this year. The general public is able to vote for their favorite nominees at www.webbyawards.com through April 24th. Winners of both The Webby Awards and People's Voice Award will be announced on April 29th.

Takei's Take netted an impressive twenty-four thousand subscribers in the first twenty-four hours of its launch and to date has over 1.5 million video views. AARP partners with **Fullscreen**, a media company for the connected generation, on the production of this original online program. AARP is a non-profit, non-partisan organization with nearly 38 million members, focused on helping people turn their goals and dreams into real possibilities. Follow AARP on Twitter: @AARP and subscribe to *Takei's Take* at www.youtube.com/takeistake.

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