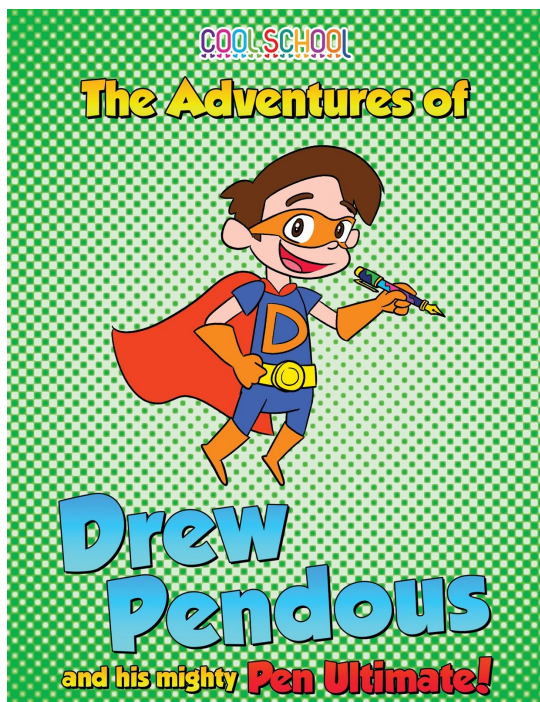




# driverdigital

## Driver Digital Nominated For Best Online Studio In the 5th Annual Cynopsis Kids Imagination Awards

**New York, NY** — Driver Digital, a premiere youth & family entertainment company, is nominated for Best Online Studio for their YouTube channel Cool School and their newest animated series, The Stupendous Drew Pendous and His Mighty Pen Ultimate! in the [5th Annual Cynopsis Kids Imagination Awards](#).



Cynopsis **Kids Imagination Awards** honor the year's best in children's, tween and family programming, technology, marketing and the executives who work the magic behind the scenes. Recognizing outstanding achievements in content creation across platforms, and the campaigns that promote it, this unique awards program from the industry's most trusted brand, Cynopsis Media, is judged by a panel of industry experts.

"We are thrilled to be nominated by Cynopsis Kids for the great work our team has done in building our brands like Cool School and creating our very own superhero, Drew Pendous. We are very proud that we have been able to create such a connection with our viewers and it's an honor to be nominated

alongside a company like DreamWorksTV," said Scott Weitz, founder and CEO of Driver Digital. In less than a year's time, superhero Drew Pendous has become a fan favorite amongst kids and has gained a tremendous amount of viewership totaling over 40 million views.

Rob Kurtz, Head of Creative at Driver Digital says, "Drew Pendous connects with our audience because he inspires every little kid who has ever daydreamed of being a superhero. Our villains are the kind that kids really relate to, like the bad guy who makes it rain during recess or the monster under your little brothers bed. Drews takes them head on and with the power of his imagination and his Mighty Pen Ultimate saves the day every time!"

### **About Driver Digital**

[Driver Digital](#) is a premiere Youth & Family Entertainment Studio and Network providing outstanding media content across the digital landscape. By creating, producing and distributing quality kids and tween entertainment on YouTube, Driver Digital has become one of the leading "digital first" studios in the demographic. Driver Digital's sister company, [DRIVER Media](#), is an industry-leading production company working for major ad agencies and brands including Coca-Cola, Pepsi, AT&T Microsoft and General Motors.

### **About the Cynopsis Kids Imagination Awards**

Cynopsis Kids Imagination Awards honor the year's best in children's, tween and family programming and marketing. Recognizing outstanding achievements in content creation across platforms, and the campaigns that promote it, this unique awards program from the industry's most trusted brand, Cynopsis Media, judged by a panel of industry experts. Winners will be recognized at the 5th annual awards event on September 27, 2016 in New York City.