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FOR IMMEDIATE RELEASE

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Generation180 Wins Two Webby's Anthem Awards and Two AVA Digital Honors for Storytelling Excellence

Charlottesville, VA and Washington, DC — National clean energy nonprofit Generation180 has won four awards for storytelling excellence, including [Silver and Gold in the 3rd Annual Webby's Anthem Awards](#) in the category of Sustainability, Environment, and Climate. This year's Anthem Awards were selected among a pool of 2,000 submissions from 44 countries.

Gen180's [Brighter Future Report](#) won a **Silver Anthem award** for *Best PR or Earned Media Campaign*, an effort that garnered significant media coverage, including a *New York Times* exclusive and mention by President Bill Clinton in the Associated Press on how clean energy can be a climate solution that benefits schools.

The [Climate Comedy Cohort](#), co-created and directed by Generation180 and the Center for Media & Social Impact's GoodLaugh initiative, won a **Gold Anthem award** for *Special Projects*, an initiative working to build a network of comedians using humor to inspire climate action. [The Anthem Awards](#) were developed by The Webby's to recognize the best purpose- and mission-driven work worldwide.

"We are deeply honored to be recognized alongside so many prestigious communications leaders for our storytelling and design work. As communicators, we believe we have to 'go big' and invest in creative approaches that get people's attention in order to accelerate a culture shift toward clean energy," said Kay Campbell, Senior Director of Communications.

AVA Digital Awards for New Website, Comedy Video

Generation180 was also recognized by the [2024 AVA Digital Awards](#) with a gold AVA digital award for its [new website](#), which features visually-rich design and compelling stories, toolkits, reports, and other content empowering people to take clean energy action.

[“Induction Stoves,”](#) a video created by 2023 Climate Comedy Cohort fellow, comedian, and writer Pratima Mani, won a platinum AVA digital award in the digital advertising and video production categories. Notably, the video also won “Most Popular Video” at the Behavior, Energy, and Climate Change (BECC) 2023 conference’s Climate Comedy Festival.

AVA Digital is an international competition that recognizes digital communication excellence by creative professionals. Winners were selected from over 200 categories.



Generation180 staff at The Anthem Awards Winner's Reception in New York City, NY on Jan. 30.

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About Generation180

[Generation180](#) is a national nonprofit working to inspire and equip people to take action on clean energy in their homes and communities. Momentum for clean energy and climate action is at a high point and growing, putting us on the verge of a cultural shift away from fossil fuels toward a cleaner, healthier, more equitable future for everyone. Generation180 works to accelerate this shift by providing individuals with clear pathways to action and popularizing a new narrative of agency and hope.