

## **Clearbridge Mobile App Honoured In The 19th Annual Webby Awards**

*We365 Social Mobile App for Free The Children Simplifies Volunteerism for the Connected Generation*

Toronto, ON, Canada ([PRWEB](#)) April 20, 2015 -- [Clearbridge Mobile](#), an award-winning mobile app design and development studio, announced today that its We365 Social Mobile App for Free The Children has been selected as an Official Honoree in the 19th Annual Webby Awards in the [Mobile: Best Visual Design - Function](#) and [Mobile: Social](#) categories. With nearly 13,000 entries received from all 50 US states and over 60 countries, the Official Honoree distinction is awarded to the top 20% of all work entered that exhibits remarkable achievement.

We365 was redeveloped by Clearbridge Mobile with the purpose of engaging youth to take real world action on social issues. The We365 app is the first-of-its-kind digital platform and the most downloaded youth social cause-led mobile app on the Apple App Store and on Google Play with over 100,000 downloads.

“The We365 app is revolutionizing volunteerism by empowering youth to create positive change through social media and mobile technology in a way that has never been done before,” said Deepak Chopra, CEO of Clearbridge Mobile. “The redesigned app is a fun and simple tool for youth to make a positive impact in their communities, tracking and sharing their progress with friends, and to inspire others into action.”

Volunteer Tracking, one of the new features built into the app, helps students track their volunteer hours and allows schools to verify the hours that go towards building student social impact portfolios and résumés.

“We’re incredibly excited that We365 has been named Official Honoree of The Webby Awards,” said Craig Kielburger, co-founder of Free The Children. “In partnership with TELUS, Free The Children created We365 as an online platform where youth can engage in daily actions to better themselves, their community and their world. It’s an incredible tool that enables young people to discover the causes they are passionate about, amplify their impact, and help shift the world from a focus on ‘me’ to a focus on ‘we.’”

We365 is globally available on [www.we365.com](http://www.we365.com). It is available for free download on Android and IOS through Google Play and the Apple App Store.

### **About Clearbridge Mobile**

Clearbridge Mobile is an award winning developer of world-class media applications. Over 100 media apps have been custom-built by Clearbridge that integrate TV Everywhere, Video On Demand, Ad Integration, Analytics, Google Chromecast, and Apple TV for the largest media companies in the world. Clearbridge Mobile’s growing roster of clients includes ABC, Bravo, Disney, Dow Jones, Free The Children, NBC, New York Times, Oxygen, Paypal, Telemundo, USA Today, Wall Street Journal and many more. For more information, please visit [clearbridgemobile.com](http://clearbridgemobile.com).

### **About We365**

A digital community created by Free The Children and TELUS, We365 helps users make a positive change in the world, every day of the year.

We365 is a one-stop shop for youth to take action, providing a central hub to collect and track volunteer hours, applaud and reward young world-changers, encourage social activism and help them connect with other like-minded, young individuals. This free app offers a positive environment for young world-changers to connect and share ways they are making a difference in the world.

### About The Webbys

Hailed as the “Internet’s highest honor” by The New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Advertising & Media, Online Film & Video, Mobile Sites & Apps, and Social. Established in 1996, The Webby Awards received nearly 13,000 entries from all 50 states and over 60 countries worldwide this year. The Webby Awards is presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include: Grey Goose, Vitamin T, Showcase, Engine Yard, Funny or Die, Advertising Age, Percolate, Mashable, Business Insider, Internet Week New York and Guardian News and Media.

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