



JOHN SWEENEY
& THE BRAVE NEW WORKSHOP

AT THE SPEED OF
LAUGHTER

**BRAVE NEW WORKSHOP NAMED AS FINALIST IN
2009 AMERICAN BUSINESS AWARDSSM**

FOR IMMEDIATE RELEASE

For More Information

Contact: Dawn Hopkins, dawn@bravenewworkshop.com, 612-377-8445

**WHAT?! BRAVE NEW WORKSHOP NAMED AS FINALIST IN
2009 AMERICAN BUSINESS AWARDSSM**

Minneapolis, MN – May 28, 2009 – Take a break from your Twitter addiction and give yourself a five-minute respite from checking Facebook because this is some big time news! The Brave New Workshop (BNW) Corporate Services has been named a Finalist in the Interactive Multimedia category in the 2009 American Business Awards and is now going head-to-head with offerings created for NBC and Adobe. The work in consideration is the company's new speaker sales video entitled "Pick Your Speaker." The interactive video was written, performed, and directed by BNW writers and actors and shot and edited by Mojo Solo. The 20 full-time employees of the BNW are wearing berets today in honor of the achievement, although no one is quite sure why.

We're told that the American Business Awards is the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit entries to the ABAs – public and private, for-profit and non-profit, large and small (emphasis on small for the purposes of this press release). Apparently, background checks are not part of the nomination process, whew!

Stevie Award winners will be announced during the annual gala on Monday, June 22 at the Marriott Marquis Hotel in New York City. Six hundred executives from across the U.S.A. are expected to attend. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network and hosted by Cheryl Casone of Fox Business Network. To determine who from the Brave New Workshop will attend, the organization is having a two-part competition, consisting of a "dance off" and a rock, paper, scissors, tournament.

Vice Chancellor of Corporate Entertainment for the BNW, Brian Aylmer, is guardedly optimistic about the company's chances of pulling off the upset victory. "We're just going to take it one award category at a time and good lord willing, things will work out. To use an Oscar analogy: I feel like we're the hot young actress going up against a couple of old British ladies. I like our chances."

John Sweeney, owner of the BNW and star of the video commented, "I am not sure what this award is for, but they better have some sweet gift bags in my dressing room!"

"Despite very tough economic conditions, many organizations and individuals continue to perform well," said Michael Gallagher, founder and president of The Stevie Awards. "The results of the 2009 ABAs thus far are a testament to the resilience, creativity, and hard work of American organizations, executives, and workers." We couldn't agree more.



JOHN SWEENEY
& THE BRAVE NEW WORKSHOP

AT THE SPEED OF
LAUGHTER

BRAVE NEW WORKSHOP NAMED AS FINALIST IN
2009 AMERICAN BUSINESS AWARDSSM

The BNW is sending good vibrations and karma to members of the Awards' Board of Distinguished Judges & Advisors and their staffs who will select Stevie Award winners from among the Finalists in judging that will continue through June 3. Special thanks to the many business professionals nationwide who took part in preliminary judging in April through early May and who were kind enough to recognize our work. Although we are rarely serious, this actually a big deal to us and we are pumped and grateful for this honor.

Details about The American Business Awards and the list of Finalists in all categories are available at www.stevieawards.com/aba.

About Brave New Workshop Corporate Services

Led by theatre owner and keynote speaker, John Sweeney, the corporate services division of the BNW bridges a passion for humor and improvisational theatre to the business world through training, speaking, custom entertainment and video services. Clients include some of the largest (and smallest) companies in the world. More information about BNW's corporate services and the book that started it all can be found at www.speedoflaughter.com.

About the Brave New Workshop (BNW)

As the longest running satirical comedy theater in the country, The Brave New Workshop celebrates more than 50 years as a comedic theatrical institution. Legendary BNW improv and sketch comedy can be enjoyed nearly every night of the week at the historic Hennepin Avenue storefront theatre. Alums of the company include Al Franken, Tom Davis, Mo Collins ("Mad TV"), Melissa Peterman ("Reba"), Cedric Yarbrough ("Reno 911"), Louie Anderson, and Pat Proft, screenwriter ("Naked Gun" and many others). More information about the theatre is available at www.bravenewworkshop.org.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

Supporting sponsors of The 2009 American Business Awards include High Performance Technologies Inc., John Hancock, Lifelock, RCN Corporation, Softpro, and Ultimate Software. Media sponsor is the Business TalkRadio Network. Localization partner of the 2009 Stevie Awards is Lionbridge.

###