

AWARD PRESS RELEASE

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FOR IMMEDIATE RELEASE

EXPERIENCE WILLOW WINS MINORITY-OWNED BUSINESS OF THE YEAR AWARD

Atlanta-Based Experience Design Agency honored as Silver Stevie® Award Winner in 2021 American Business Awards®

[Atlanta, Georgia] – May 5, 2021 – Experience Willow, LLC, was named the winner of a Silver Stevie® Award in the Minority-Owned Business of the Year category in The 19th Annual American Business Awards®.

The American Business Awards are the U.S.A.'s premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

Nicknamed the Stevies for the Greek word meaning “crowned,” the awards will be virtually presented to winners during a live event on Wednesday, June 30.

More than 3,800 nominations – a record number - from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Startup of the Year, Executive of the Year, Best New Product or Service of the Year, Marketing Campaign of the Year, Virtual Event of the Year, and App of the Year, among others.

Nominated for using human-centered design to disrupt HR and the Employee Experience, category judges commented that “creating positive employee/customer experiences is an art and the [Experience Willow] team is doing an amazing job of it.” Kevin Finke, the company’s Founder and Chief Experience Officer, said “To be recognized for helping our enterprise clients create more meaningful experiences for their people (and, in turn, their customers) as well as for being an LGBT-owned business is incredible.”

More than [250 professionals](#) worldwide participated in the judging process to select this year’s Stevie Award winners.

“The American economy continues to show its resilience, and as we’re poised on the beginning of what should be a phenomenal period of growth, we celebrate the remarkable achievements of a wide range of organizations and people over the past 18 months,” said Stevie Awards president Maggie Gallagher.

“This year’s Stevie-winning nominations in The American Business Awards are testament to the ingenuity, the commitment, the passion, the adaptability, and the creativity of the American people.”

Details about The American Business Awards and the list of 2021 Stevie winners are available at www.StevieAwards.com/ABA.

About Experience Willow

Experience Willow is a team of storytellers who design meaningful experiences. They’re also high-energy facilitators, curiosity catalysts, idea generators, disruptors, strategists and production gurus. The services they provide bring people together—employers and employees, brands and consumers, communities at large—and, ultimately, encourage them to take actions that make their brands, organizations and lives better. Experience Willow is an NGLCC Certified LGBT Business Enterprise® and a member of OUT Georgia Business Alliance. Learn more about Experience Willow at <http://www.experiencewillow.com>.

About the Stevie Awards

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. The Stevies also produce the annual [Women|Future Conference](#). Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. Honoring organizations 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 <http://www.StevieAwards.com>.

Sponsors of The 2021 American Business Awards include John Hancock Financial Services, Melissa Sones Consulting, and SoftPro.

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