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Contact: Patrick Mulford  
patrick.mulford@maryland.gov  
410-582-6272

## **Maryland.gov Website Wins Best in Class Media Award**

### *State of Maryland Website Maryland.gov wins the Highest Honor Bestowed by the Interactive Media Awards*

**Crownsville, MD**—The State of Maryland's Website Maryland.gov was awarded Best in Class for excellence in its design, development, and implementation. This award was given by [Interactive Media Awards \(IMA\)](#) for the very best in planning, execution, and overall professionalism. The website scored 496 points out of a possible 500.

According to Interactive Media Awards, IMA judges evaluate websites based on five criteria: Design, Content, Feature Functionality, Usability, and Standards Compliance. To win an IMA, the site must excel in each criterion, rise above competitors' sites and deserve to be a top choice for the target market.

"We are honored to win this award weeks after launching the next generation Maryland.gov website," said Secretary Michael Leahy. "Our team focused on unified branding, visual aesthetics, personalized user experience, and data-driven design to enhance the overall customer experience, which has been one of Governor Hogan's main priorities since day one of his administration."

The Maryland Department of Information Technology, in coordination with its partner NIC USA Maryland Division of Tyler Technologies launched a new version of the official State of Maryland Website on June 1st. The Maryland.gov refresh supports Maryland's push towards a unified citizen experience across all channels. The next generation Maryland.gov is designed to deliver what customers need quickly and intuitively. The new Maryland.gov design is based on industry best practices, the latest web and mobile technologies, and user analytics to incorporate Marylanders' preferences and expectations for their state government website.

To view the new Maryland.gov, [click here](#).