LOS ANGELES, CA, September 25, 2013 /**24-7PressRelease**/ -- Hyundai Hope On Wheels selected Art Sims' 11:24 Design as the ad agency to create the official Hyundai Hope On Wheels Videos campaign for children with cancer 2013. 11:24 directed and created the 7 new digital video campaigns for hyundaihopeonwheels.org to be seen Sept 1. To Nov 1 for Cancer Awareness Month online.

Sims says, "I am humbled that my firm, 11:24 Design, is regarded as the preeminent ad agency in America for directing memorable videos with children fighting cancer." It was so inspiring to see these powerful children working with their lives with powerful confidence. Like Austin, a patient that is now one of the hottest jazz saxophone players today, playing with legendary musicians Kenny G and Dave Koz."

During September National Childhood Cancer Awareness month, Hyundai Hope On Wheels will present 41 research grants totaling $10.25 million to children's hospitals across the country. NEW for this year, Hyundai will conduct a campaign on Facebook that engages Hyundai owners to join our cause.

About Art Sims and 11:24 DesignAs the founder and CEO of 11:24 Design, based in Los Angeles, the company is dedicated to promoting youth culture as part of a larger mandate Sims dubs "urbanization," which refers to the recognition and melding of disparate cultural and creative histories.

With his team, Sims has worked with some of Hollywood's top filmmakers, including George Lucas, Spike Lee, Jon Kilik, Quincy Jones, Steven Spielberg, and Abel Ferrera. He created the indelible images seen for print ad campaigns of numerous famous films, including Red Tails, Malcolm X, Do The Right Thing, and The Color Purple. While our cornerstone is entertainment, 1124 have worked with a range of clients from packaged goods to non-profits and direct-to-consumer service businesses and multicultural: Sony Pictures, Universal Pictures, 20th Century-Fox STARZ Network, Lionsgate, Starbucks, Magic Johnson Enterprises, HBO, Showtime, Warner Brothers, The Tavis Smiley Group, Disney, Sony Entertainment, Fox, Colgate, Burger King, and Hertz Rent-A-Car

For more information how 11:24 Design can bring exciting creative services to your next projects contact artsims@1124design.com or call 310.821-1775.

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