

Contact: Chelsea Lyman
Boys & Girls Clubs of Manatee County
Phone 941-761-2582
Fax 941-761-2462
Email: chelsea.lyman@bgcmanatee.org
5211 Manatee Ave West
Bradenton, FL 34209

PRESS RELEASE

BOYS & GIRLS CLUBS WINS AWARD FOR WEBSITE

Boys & Girls Clubs of Manatee County wins National Marketing and Communications Awards for redesigned website

Photo: Robert Holzler and Michelle Nelson with Anexio, Steve Jonsson and Chelsea Lyman with the Boys & Girls Clubs of Manatee County

BRADENTON – The Boys & Girls Clubs of Manatee County can now boast they have an award winning website! Earlier this month at the Boys & Girls Clubs of America National Conference in San Francisco, the Boys & Girls Clubs of Manatee County received the Gold Marketing and Communications award for their newly redesigned website. Entries were judged based on the plan and process for keeping the website up-to-date and how the Club used it as a marketing tool. Judges also looked for relevant, informative, well-organized and timely content, attractive design and usage.

The redesigned website was first unveiled at the Carnivale for Kids Dinner & Auction in November of 2007. Anexio, a Sarasota company which provides Managed Services and New Media Services, worked with the Boys & Girls Clubs Marketing staff to develop a completely revamped website completely in-kind. The outcome is a website that evokes the feeling of the Clubs and also gives visitors relevant information about our services and ways they can help.

Be sure to check out the Boys & Girls Clubs of Manatee County website at www.bgcofmanatee.org and sign up for our e-newsletter to stay updated on all of the exciting things that are happening in the Clubs.

The Boys & Girls Clubs of Manatee County serves over 2,500 youth at five locations (Harlee Middle School, Southeast High School, Bradenton, DeSoto and Palmetto).

For more information, please call 761-2582 or visit www.bgcofmanatee.org.



Mission: To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.