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FOR IMMEDIATE RELEASE

TOWN LAUNCHES REDESIGNED WEBSITE

WAKE FOREST, NC – March 2, 2011 – The Town of Wake Forest is pleased to announce the launch of its redesigned website at www.wakeforestnc.gov.

The new and improved site is a portal to useful information about Town departments, programs, and services, and features an updated homepage, a streamlined navigation system, and a more user-friendly design. The new website was also built and designed using the latest technology to ensure full compatibility and accessibility with modern devices, including smartphones and tablets.

The Town utilized the findings from a site statistics analysis to integrate a number of navigational enhancements into its website redesign. For example, links to several web pages, including Town “News,” Town “Jobs,” and the “Community Calendar,” are now permanently provided along the top margin of the site after the site statistics analysis consistently identified them among the website’s most popular pages.

Visitors can also navigate site pages more easily thanks to a convenient drop-down menu designed to systematically organize information about the Town.

“The enhancements to our website will enable us to more effectively communicate with our residents and anyone interested in learning more about our community,” said Public Information Officer Bill Crabtree. “We are very pleased with the new site and encourage site visitors to let us know what they think.”

The Town of Wake Forest always welcomes feedback about its programs and services. If you have a comment or suggestion about the new website, simply fill out the “Contact Us” form online at www.wakeforestnc.gov/contactus.aspx.

****wakeforestnc.gov****

For more information about the Town of Wake Forest, contact Public Information Officer Bill Crabtree at (919) 435-9421 or bcrabtree@wakeforestnc.gov.