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For Immediate Release

Gaithersburg Non-Profit Launches New Website

GAITHERSBURG, MD (April 20, 2010) – Family Services, Inc. (FSI), a nonprofit organization that has served Montgomery County residents for over 100 years, had an extreme makeover recently, and you can now see it online. The organization has launched a redesigned website at www.fs-inc.org. The design is engaging and connects with our culturally rich and diverse community. The site features an appealing design and maintains consistency with the organization’s new branding.

Family Services’ boardmember Marc Infeld, who worked with the organization’s development and marketing team, created the fresh new look and feel for the nonprofit organization.

“The old website did not reflect Family Services dynamic programs and services, and was very hard to navigate clearly,” said Marc Infeld, Family Services boardmember and web designer. “This new website creates an amazing first impression of this vital organization and reflects the professionalism of the staff and administration.”

The new website features an appealing design and maintains consistency with the organization’s new branding. It also includes quick e-mail registration, donation options through PayPal, a Facebook page, a section for testimonials, and more.

“We wanted to re-establish our presence on the web,” said Wendy Enderson, Communications Specialist for Family Services. “Many people were not even using the site, and we didn’t have a social networking component, like Facebook, which many people are using. We wanted our site to reflect a humanistic happy-go-lucky spirit, while helping visitors find information relevant to them about early childhood development, education and mental health services.”

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