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## **FAIRMOUNT PARK CONSERVANCY LAUNCHES NEW WEBSITE**

**PHILADELPHIA, June 1, 2007** – Katrina L. Wilhelm, Executive Director of the Fairmount Park Conservancy announced the launch of a new website to better communicate the mission and purpose of the nonprofit group.

The web site was redesigned by Electronic Ink, the leading design firm that, for 17 years, has been a driver of the creative economy in Philadelphia. Working with staff from the Conservancy, the team at Electronic Ink improved the structure of the site, adding architecture that made critical information easier to find.

“This new site provides the Conservancy with a myriad of opportunities in which to increase support of the Fairmount Park system. Thanks to Electronic Ink, we are now able to keep our constituents better informed in a cost-effective and simple way,” said Wilhelm.

The designers at Electronic Ink also enhanced the aesthetics of the site, drawing its inspiration from the Conservancy's logo to develop leaf-themed iconography.

The new website features projects and campaigns being spearheaded by the Conservancy, such as the Water Works Restoration and Growing the Neighborhood with Fairmount Park. The goal is to inform users of background information on a particular project, provide regular updates and allow them to get involved through online contributions. FairmountParkConservancy.org also addresses frequently asked questions and provides links to fairmountpark.org to allow for an integrated experience.

"We made Philadelphia the headquarters for our business and the home of our family because we believe it is a city with world-class assets, Fairmount Park being one of the most spectacular," said Harold Hambrose, CEO and founder of Electronic Ink. "Redesigning the Fairmount Park Conservancy's web site presented an opportunity for Electronic Ink to blend a belief in the city with a passion for improving the user experience. We were proud to be a part of it, and encourage more businesses to follow our lead and get involved."

### About the Fairmount Park Conservancy:

The Fairmount Park Conservancy is an independent, 501c3 dedicated to protecting, enhancing and preserving the Fairmount Park System. In addition to raising private sector funds, the Conservancy seeks to increase the public awareness of the Park as a focal point for regional economic development and neighborhood renewal in Philadelphia. Since its creation in 2000, the Conservancy has raised more than \$14 million through public and private support for Fairmount Park.

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