

PRESS RELEASE

For Immediate Release

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Cardinal Mooney High School Launches New Website

Sarasota, FL – Cardinal Mooney Catholic High School (CMHS) has exemplified educational excellence since 1959. Student SAT scores average at an impressive 1580 and the school has produced 14 National Merit Scholars since 2006. Recently the Patterson Foundation (<http://www.thepattersonfoundation.org>) awarded CMHS a \$1 million contribution toward a \$5 million multi-year fundraising campaign. The campaign is designed to work toward refreshing their branding and campus-wide enhancement of curriculum-based technology tools. As part of this effort they determined the need to redevelop their website: <http://www.cmhs-sarasota.org>.

Webtivity Design Solutions (<http://www.webtivitydesigns.com>), a Bradenton-based internet marketing firm, was selected to help CMHS integrate their updated branding and improved messaging into a 40-page, Content Management System (CMS) website. Their new website required the capability to effectively communicate news and events to current students, parents, teachers and staff, promote the school to potential students and parents, stay in touch with alumni, and connect with the media and community at large. The CMS needed to have the capability to “stage” content so students and staff can create content and then pass it to website administrators who approve it before allowing it to be posted on the live website. They also required “speedbumps” so whenever users are clicking on a link that leads to an external website they are prompted they are leaving the Cardinal Mooney website.

With the project expectations came an aggressive timeline; everything had to be completed to meet their fundraising campaign kickoff. The Webtivity Designs team was able to successfully coordinate and deliver the project on time for CMHS staff. Steve Christie, Principal at CMHS said after the website launch, “To everyone who has helped us create a vibrant new website – I thank you. This website is something for which you can all be proud.”

About Cardinal Mooney High School:

Cardinal Mooney High School distinguishes their school by helping students achieve their goals through a quality education centered in gospel values. Their approximately 500 students in grades 9-12 are encouraged to make their Catholic faith a foundation for all of their learning. They provide opportunities for student participation in clubs, community service, theatrical productions, music and the arts, advanced placement, foreign languages, computer technology, and athletics. They are also designated as a Community of Caring High School thus becoming one of only 1,400 such schools focused on core values-based education.

About Webtivity Design Solutions:

Webtivity Design Solutions, headquartered in Bradenton, FL, serves clients throughout the U.S. and other parts of the world. Webtivity provides website design/development, custom programming and cross-media marketing services including search engine optimization, pay-per-click, social media, email, digital signage, and print. Using a consultative approach, Webtivity works with clients to develop an effective online marketing strategy based on their business, customers, competition, and budget. For more information, please visit <http://www.webtivitydesigns.com>.



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Webtivity Design Solutions Contact

Troy Newport, Business Development Director
9115 58th Drive East, Suite B
Bradenton, FL 34202
941-753-7574 phone
941-753-8564 fax
troy@webtivitydesigns.com

Cardinal Mooney High School Contact

Mr. Steve Christie, Principal
4171 Fruitville Road
Sarasota, FL 34232
941-371-4917 phone
schristie@cmhs-sarasota.org