

PRESS RELEASE

For Immediate Release

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Save Our Seabirds Launches New Website

Bradenton, FL – Save Our Seabirds, Inc. (S.O.S.) rescues, rehabilitates, and releases native and migratory seabirds, and educates the public about the problems our wildlife endures because of their misadventures with humans. In pursuit of this noble mission, the organization rescues and rehabilitates hundreds of native and migratory birds each year. Lee Fox, the organization's Executive Director, founded S.O.S. in 1990. Fox re-opened S.O.S. in 2008 on the site where the Pelican Man Sanctuary once stood on City Island, next door to Mote Marine Laboratory.

During the height of news coverage of the BP oil spill tragedy, Save Our Seabirds experienced significant increases in traffic to their Facebook page and website. This motivated Fox and the S.O.S. board to reevaluate their internet marketing efforts and develop strategies to better engage the large audience that expressed interest in their mission. Being a 501(c)(3) completely volunteer organization, it is imperative for Save Our Seabirds to implement a strong online marketing campaign to continually engage and educate in order to drive donations and locate new volunteers.

With assistance from Webtivity Design Solutions, a Bradenton-based internet marketing firm, S.O.S. developed a dynamic website (www.saveourseabirds.org) which affords their staff the ability to update photos and content to keep their information current. Special attention was paid to tying in their social media channels to improve interactivity with their audience, improving their messaging on the website, and of course increasing the visibility of donation information.

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 the client 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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