

**PRESS RELEASE**

For Immediate Release

April 1, 2011

**United Way of Manatee County Launches New Mobile Website**

Bradenton, FL – The United Way of Manatee County (UWMC) launched a new initiative designed to more effectively communicate with the growing number of smartphone users. With the assistance of Webtivity Design Solutions (<http://www.webtivitydesigns.com>), a Bradenton-based internet marketing firm, UWMC has launched a new mobile-friendly website. Now when smartphone users arrive at their main website ([www.uwmc.net](http://www.uwmc.net)), it will recognize the visitors have arrived using a mobile web browser and automatically serve the mobile website to them, which is located at: <http://m.uwmc.net>.) Visitors will still have the option to browse to the main website if they wish.

At the same time, UWMC has also launched a Text2Give campaign. Individuals are encouraged to make an additional impact in the community by making a donation via text message. Simply text the word MANATEEE to the number 8-5-9-4-4 and then reply yes to confirm your donation. A \$10 donation will be sent to United Way of Manatee County and will show up on the user's next cellphone bill.

The creation of the mobile site and Text2Give program is an effort by the United Way of Manatee County to appeal to a larger group of potential donors while keeping with the standard giving methods and marketing campaigns. John Annis, Chair of the Board of Directors for United Way stated, "I imagine the vast majority of donations will still come through workplace campaigns, but any time we can make it easier for the donor, we should. My sons and their friends send thousands of texts each month. Wouldn't it be great if a few of those were to support the amazing things our partner agencies are doing every day in Manatee County?"

**About the United Way of Manatee County:**

United Way of Manatee County is focused on meeting the needs of this community as well as creating lasting changes in Manatee County. Established in 1943, the United Way's mission is "to develop the resources and partnerships that make a measurable difference in people's lives. By focusing on youth programs, early childhood development, services for the elderly and disabled as well as servicing those who are in crisis, United Way is impacting those who need it most.

**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>.

# # #