



FOR IMMEDIATE RELEASE

The Appalachian Trail Conservancy Partners with Williams Forrest to Launch New www.appalachiantrail.org Website

LANCASTER, PA – April 26, 2011 – Premium technical services agency Williams Forrest today announces the launch of the redesigned www.appalachiantrail.org website. This new website is aimed at better achieving the non-profit organization’s goals and objectives in the online channel and is the result of collaboration between the two organizations.

The Williams Forrest Solutions Design and Development team worked in close collaboration with the Appalachian Trail Conservancy to create the website. The site features a new user interface that incorporates the “feel” of the actual Appalachian Trail into its design to present a more relevant and appealing experience for users. Additionally, to increase the visibility of the Conservancy’s initiatives, programs, and ways to give back to the trail, the new website utilizes an optimized information architecture and experience design to bolster further donations and volunteering.

“Williams Forrest is excited about the launch of this new website as well as about the resulting bond that has formed between our two organizations.” said David Barr, President and Chief Solutions Architect at Williams Forrest. “I myself have had a lifelong love of the Appalachian Trail and feel very strongly about the importance of protecting and maintaining this natural asset. Their success is our success.”

The launch of the new www.appalachiantrail.org site marks the completion of phase 1 of a multi-phased strategic marketing effort and includes a premium technical solution designed and developed by Williams Forrest that:

- Enhances the organic relevance through SEO improvements
- Includes leading-edge web technologies in a highly-scalable logical architecture
- Introduces a performance-designed data schema and database design supporting all website data, user and account data, and CRM
- Provides deep website metrics and user behavioral data through Williams Forrest’s proprietary Bodhi Behavioral Marketing Framework
- Includes the Telerik’s Sitefinity CMS to allow Conservancy resources day-to-day control of the maintenance and administration of the new website
- Features a web hosting solution using the Williams Forrest

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“Thank you Williams Forrest for everything! We are so excited to launch this new website – I can’t express how happy we are and the benefits that this new site will bring to the hiking community!” said Javier Folgar, Marketing and Communications Manager at the Appalachian Trail Conservancy. “The Williams Forrest team was such a pleasure to work with and we look forward to the continued success of our relationship in the future. Thanks again for everything!”

About Williams Forrest

Williams Forrest is a premium boutique technical solutions agency headquartered in Lancaster, PA. We create sustainable results through proven services, leading-edge technologies and products that support the sustainable growth of brands in the digital space. We value innovation, creativity, and the people invested in the outcome. Williams Forrest has worked with such brands as BMW, MINI, and PUMA. For more information about our agency, please visit www.williams-forrest.com or call us at 717.435.8076.

