

**MEDIA RELEASE**  
**FOR IMMEDIATE RELEASE**



To: Ames Media  
From: Ames Chamber of Commerce  
Date: September 28, 2015  
Re: New Ames Chamber of Commerce Website

**Ames Chamber of Commerce launches new responsive website**

Ames, IA - The Ames Chamber of Commerce has launched a new responsive website. The new website's content has been streamlined to provide a more user-friendly and engaging experience for site visitors.

Responsive web design is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones.)

According to Lauren Frandsen, Director of Communications and Marketing for the Ames Chamber of Commerce, the website's dynamic new look was designed to be a lighter, brighter website that is easily navigated by members, the community or people looking to relocate to Ames. The site design reflects elements of the Chamber's logo and their location on Main Street in downtown Ames.

“Making the website responsive was critical for us as we know a majority of our audience is now accessing our site on a mobile or tablet device,” said Frandsen. The users' experience is what determines if a website is effective or not and the new responsive capabilities will help ensure that their visit is a positive one no matter how they are accessing the site.”

The website now features simple and intuitive navigational headers at the top of the page and offers a clean, bright layout that showcases the Ames community and the Chamber's programming. Users of the site will be able to quickly and easily navigate to the Chamber events calendar, the member directory, and information on the Chamber's four pillars of focus: Education, Engagement, Leadership and Growth.

The new site also has a community calendar feature that the public will be able to submit events to.

“Having an outstanding website is a requirement to showcase the important work we do here at the Chamber and the vibrancy of the Ames community as a whole,” said Dan Culhane, Ames Chamber President and CEO. The new site does both of these things and the responsive capabilities ensure that members who use the site daily as well as someone looking up Ames for the first time experience the kind of professionalism and cutting-edge quality Ames is known for.”

The Ames Chamber worked with member Global Reach Internet Productions, located in the Iowa State University Research Park, on this redesign.

Visit [www.AmesChamber.com](http://www.AmesChamber.com) to view the new website.

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Contact:

- Dan Culhane, CEcD, CCE | President & CEO | 515.232.2310 | [dan@ameschamber.com](mailto:dan@ameschamber.com)
- Lauren Frandsen | Director of Communications & Marketing | 515.232.2310 | [lauren@ameschamber.com](mailto:lauren@ameschamber.com)