



News Release

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Wake County SmartStart Unveils Updated Web Site

Raleigh, N.C. – **Wake County SmartStart has unveiled its redesigned and enhanced [Web site](#), the first major update for the site since its launch in 2004.** The new site features updated content and design. A search function and site index have also been added to allow users to find and access information quickly and efficiently. The redesign, completed in collaboration with Ann Marie Amico Design in Fuquay-Varina and FireStream Media LLC in Durham, is the result of several months of research which included focus groups and end-user surveys.

“Key to our mission of ensuring children, birth to 5, are prepared for success in school and in life, is being transparent in our work and acting as a referral source for families and community organizations. In re-creating our Web site, Wake County SmartStart worked to ensure that those who access the site would have an easier time finding the information they need, be it financial reports, board minutes, or links to community resources,” explains Pam Dowdy, Wake County SmartStart executive director. Highlights of the updated Web site include:

- a simplified navigation system which offers the user a clear and simple way to access pages,
- a site index and search feature which enable visitors to quickly find needed information,
- a simplified calendar which highlights professional development opportunities for child care professionals and seminars for parents, and
- photographs from Wake County SmartStart-funded programs.

Wake County SmartStart is a nonprofit organization that works to ensure every child in Wake County, birth to 5, is prepared for success in school and life. Created in 1996, Wake County SmartStart works to improve the quality, accessibility and affordability of child care settings, provide preventive health and early intervention services and offer family support services. The organization also promotes, supports, and advocates for the needs of young children living in Wake County. For more information about Wake County SmartStart, its partners and projects, visit www.wakesmartstart.org or call (919) 851-9550.

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