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The Associated Wins Best in Maryland Award for Website's Redesign

Baltimore, MD - December 1, 2015 – The Maryland Chapter of the Public Relations Society of America (PRSA) honored The Associated: Jewish Community Federation of Baltimore with the 2015 Best in Maryland Award for its website redesign.

The PRSA Best in Maryland Awards are presented annually to public relations practitioners who, in the judgment of their peers, have successfully addressed a communications challenge with exemplary professional skill, creativity and resourcefulness. This year's entries were judged by PRSA's West Michigan Chapter.

After years of an outdated website, The Associated updated its website to fit new brand standards and have a fresh, new look. Not only does the redesigned website meet with best practices for user experience, but it also represents the organization in a positive light in the Baltimore Jewish community. The Associated's website was recognized for the overall product including the process and thought behind it, the web copy and the general design.

The website had three objectives that were crucial for the redesign: engagement, education and donations. These objectives needed to be met while the in-house marketing team flagged a few overarching considerations for the look, feel and tone of the design. All the decisions involved in creating the website were made in service to build a strong and engaged audience base.

About The Associated: Jewish Community Federation of Baltimore:

Established in 1920, The Associated: Jewish Community Federation of Baltimore is Baltimore's central philanthropic and community-building organization whose mission is to strengthen and nurture Jewish life by engaging and supporting community partners in Greater Baltimore, Israel and around the world.

About the Public Relations Society of America:

PRSA Maryland Chapter brings together Maryland's leaders in public relations and communications from all different practice areas — marketing firms, nonprofits, government agencies and more.

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