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For Immediate Release

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WMPRSA Launches Fresh New Web site

West Michigan PRSA Starts New Year with a New Look Online

GRAND RAPIDS, Mich., January 29, 2009-The West Michigan Public Relations Society of America (WMPRSA) today announces the launch of a new Web site at www.wmprsa.org

Visitors to the new www.wmprsa.org will experience improved navigation to information like member benefits, monthly news and event updates, and much more.

New features include:

- Access to WMPRSA pages on social networking sites
- RSS feeds from the PRSA national Web site
- Links to area print, broadcast and online media
- Access to public relations-themed blogs

“A strong and vibrant on-line presence is essential to good communication today,” said WMPRSA Board President Andrea Clark, APR (Amway). “We’re encouraging better information sharing and interaction with our members, potential members, students and the community through this investment in our Web site.”

Visit the new www.wmprsa.org for details. The site was designed by R3 Design.

About WMPRSA

The West Michigan Chapter is comprised of nearly 130 PRSA members living within the western half of the lower peninsula of Michigan, from Benton Harbor to Traverse City. Its mission is to help public relations professionals develop and sustain the essential knowledge, skills and standards that will reinforce their integral role in the effective management of organizations. Learn more by contacting WMPRSA at (616) 308-5433 or by visiting www.wmprsa.org.

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