



## NEWS RELEASE

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### For Immediate Release

#### **City of Hazelwood Launches New Website to Enhance Communication Efforts and Promote Economic Development** *User-friendly features and functions keep residents informed about their community*

*Hazelwood, Mo., (Mar. 20, 2009)* – In an effort to better communicate with residents and to attract the attention of more businesses, the city of Hazelwood has launched a newly redesigned website at [www.hazelwoodmo.org](http://www.hazelwoodmo.org). This enhanced web portal has a fresh, more visually-appealing look that offers an array of user-friendly features and functions, as well as updated information on what's happening in Hazelwood.

To establish Hazelwood as a leader in advanced technology, the new website features several interactive functions such as accessing property listings from LocationOne and obtaining maps from ESRI Globe. Furthermore, the city of Hazelwood will be able to conduct resident polls and surveys with a tool called "Quick Vote." It allows website visitors to select an answer and find out how others voted by clicking the results button.

In addition to design assistance from Intaglio Creative, the website features the theme of Hazelwood's new marketing campaign which is "Much more than you imagine." A similar contemporary look can be found on Hazelwood TV10, the City's public access channel aired for Charter cable subscribers on channel 10, to add continuity to the overall brand messaging.

According to Tim Davidson, communications coordinator for the city of Hazelwood, "We want everyone who visits the website to know that Hazelwood offers much more than you imagine. Not many people know that Hazelwood is home to several international companies from the United Kingdom, France, Germany and Canada. We're also attracting innovative businesses like Confluence Solar that specialize in producing silicon chips for solar panels with nano technology."

Davidson goes on to say that Hazelwood has been able to find a good balance between stimulating business growth and attracting new residents. "The addition of new subdivisions has

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### ***Hazelwood Launches New Website, Add One***

made our community more appealing to young families because of the variety in housing options and vibrant neighborhoods. Since many of them are Internet users, we hope they will take the time to look at our website and see everything that Hazelwood has to offer. Hopefully this will convince them to consider Hazelwood for their next move,” he added.

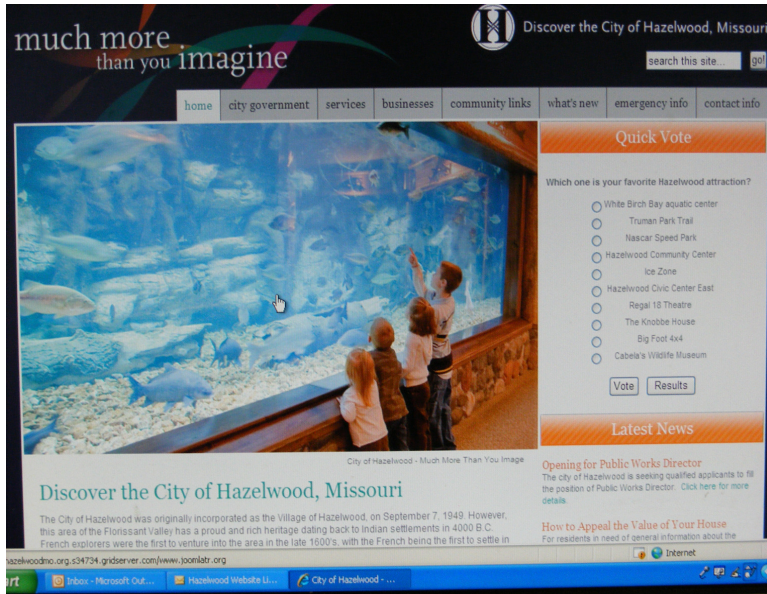
Other key attributes of the website include the following: a City Council section featuring photos of elected officials and their contact information; copies of current and past Council meeting agendas/minutes; a complete listing of Boards and Commissions; in-depth descriptions of all City departments and their functions; valuable services offered to local residents; community links to several sites; downloadable versions of building/occupancy permits and business license applications; bid/employment opportunities; and copies of recent news releases.

The city of Hazelwood management staff will be able to make changes and updates to the website at anytime from anywhere there is Internet access. That level of control insures that additions and edits can be made in the timeliest manner so the information available is always fresh and up to date.

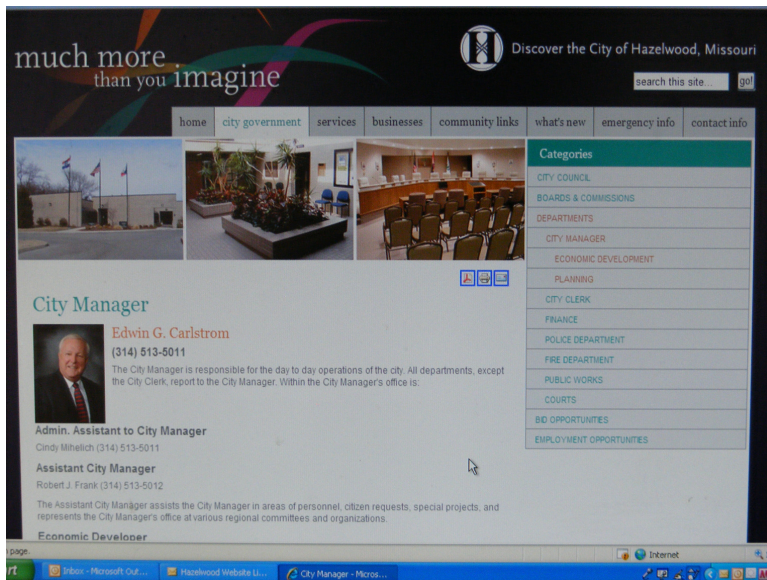
### **About Hazelwood, Missouri**

With a population of nearly 27,000 residents covering 17 square miles in northwest St. Louis County, the city of Hazelwood offers all the amenities of big city living with the family-friendly charm of suburban life. Not only does Hazelwood offer vibrant neighborhoods and affordable housing options, but the community provides an array of shopping, dining and recreation venues as well. Hazelwood’s close proximity to St. Louis International Airport and access to major transportation routes throughout North America gives companies a competitive edge. Home to more than 1,000 businesses, the city of Hazelwood offers a business climate that stimulates growth because of the low cost of doing business. For more information, call the City Hall at (314) 839-3700 or visit [www.hazelwoodmo.org](http://www.hazelwoodmo.org).

## PHOTO CAPTIONS



**Hazelwood Updates Website to Inform Residents and Attract Businesses** – The opening page of the new website features a flash player showing different photos depicting the quality of life available to those who live, work and play in Hazelwood. It also highlights the theme of Hazelwood’s new marketing campaign, “Much more than you imagine.”



**Hazelwood Offers Much More Than You Imagine** – The City of Hazelwood’s newly redesigned website reinforces the theme of its marketing campaign, “Much more than you imagine.” It offers an array of user-friendly features and functions to keep residents informed on what’s going on, and to attract the interest of businesses and families in making Hazelwood their new home.