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## **NEWS RELEASE**

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### **NetReach web development technology helps Parkway Council Foundation promote Philadelphia's Parkway district as a destination**

**AMBLER, PA – March 17, 2010** – A new website makes it easier for city residents and out-of-town visitors alike to get up-to-date information on what's happening with the museums and cultural institutions along Philadelphia's Benjamin Franklin Parkway. Designed by NetReach, a professional web development and software company, [www.ParkwayMuseumsDistrict.org](http://www.ParkwayMuseumsDistrict.org) is an engaging portal that provides an overview of where to go and what to see, with details on each member of the Parkway Council Foundation.

Built with NetReach's content management system (CMS) software, cmScribe, the site presents each organization's information in a consistent format and allows each member to update its own information without any special programming skills.

"As we were developing the site, we found the real challenge was that each institution is used to controlling its own message," said Judi Rogers, executive director of the foundation, which has 15 members, including museums, schools and businesses.

NetReach worked closely with Rogers and the foundation's board to develop a strategy that addressed all members' objectives while meeting the informational needs of various audiences, including families, students and teachers, and out-of-town visitors. If member

organizations need to change ticket prices, times or other information, they can enter the change once on their organizational page, and it's instantly updated throughout the site. By handling website content using cmScribe's custom web application development tools, users have access to this updating capability at a fraction of the cost of custom programming.

An events feed from PhillyFunGuide.com keeps site content current with little or no hands-on maintenance—a big plus in any environment, but especially not-for-profit. The site also allows visitors to subscribe to an aggregated Twitter feed to get up-to-the-minute information from all members in a single stream.

“I will change featured events on the home page periodically, but I shouldn't have to touch the website very often,” says Rogers.

Using Google API, the website developers also built an interactive map that enables users to bring up information about each member, link to its website and/or get driving directions.

### **About NetReach**

NetReach is a professional web development company with deep roots in strategic marketing. Founded in 1994, NetReach helps commercial and not-for-profit clients maximize their return on investment in Internet marketing, commerce and web application development initiatives. NetReach serves clients in healthcare and public health, education, the arts and other markets. For more information, call 215-283-2300 or visit [www.netreach.com](http://www.netreach.com).

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