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Boston Interactive Launches Redesigned Website for Doug Flutie Jr. Foundation for Autism

Boston Interactive announces the launch of the new website for the Doug Flutie Jr. Foundation for Autism (<http://www.flutiefoundation.org>). The Flutie Foundation is an organization dedicated to promoting awareness and supporting families affected by autism spectrum disorders.

/24-7PressRelease/ - BOSTON, MA, February 17, 2008 - Boston Interactive, a website development and interactive marketing firm announces the launch of the new website for the Doug Flutie Jr. Foundation for Autism (<http://www.flutiefoundation.org>). The Flutie Foundation is an organization dedicated to promoting awareness and supporting families affected by autism spectrum disorders.

The Flutie Foundation partnered with Boston Interactive to redesign their site in order to facilitate online donations and membership activities while promoting the Foundation's purpose and improving the user experience. The Foundation required a fresh, redesigned image while maintaining a credible grassroots feel. By highlighting the foundation's mission and resources, the site engages the visitors and drives them to action by signing up, donating, attending an event, or spreading awareness of autism and its impact on families.

The new site brings together customized information for families, fans, and sponsors into a single-facing website. Each content area works to provide resources and stories that create a unified vision of the Flutie Foundation and their mission to lend a helping hand to families in need.

"We thoroughly enjoyed working with the Flutie family and their foundation to create their new online presence," said Chuck Murphy, President of Boston Interactive. "The Flutie Foundation's new website incorporates a personal, welcoming, and positive tone throughout, and we are very pleased with the final product."

Doug Flutie added "Our new website is a great addition to our growing foundation! We are happy to present the necessary online resources for families dealing with autism."

About Boston Interactive - Boston Interactive (www.bostoninteractive.com) is a web design, development and interactive marketing firm focused on creating effective web-based solutions that deliver a positive impact for the brand. Founded in 1999, Boston Interactive has successfully implemented custom interactive solutions for hundreds of clients ranging from mid-sized organizations to Fortune 500 corporations. The internet is one of the most vital marketing and communications tools in today's marketplace and Boston Interactive strives to promote brand identity and a compelling user experience in every application created using state-of-the-art technologies, proven software solutions, and a personal client focus ensuring online marketing success. More information about Boston Interactive can be found at www.bostoninteractive.com.

About Doug Flutie Jr. Foundation for Autism - The Foundation's mission is to aid financially disadvantaged families who need assistance in caring for their children with autism; to fund education and research into the causes and consequences of childhood autism; and to serve as a clearinghouse and communications center for new programs and services developed for individuals with autism. The primary goal is to promote awareness and support families affected by autism spectrum disorders. The Flutie Foundation is committed to funding organizations that provide direct services, family support grants, education, advocacy and recreational opportunities with the purpose of improving the quality of life for individuals with autism and their families.

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Founded in 1999, Boston Interactive is a Boston web design and interactive marketing firm focused on developing and creating web strategies and business solutions for online marketing success. Having successfully implemented custom interactive solutions for hundreds of clients ranging from mid-sized organizations to Fortune 500 corporations, Boston Interactive's customized approach and award-winning services span the strategic, creative, architectural, development, and optimization of an organization's interactive presence.