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Boston Interactive Announces Redesigned Site for Two Ten Footwear Foundation

Boston Interactive and Two Ten Footwear Foundation partner to create revitalized website for notable foundation. The new website showcases a clean, fresh, and professional look while conveying the core mission and vision of the Two Ten Foundation.

/24-7PressRelease/ - BOSTON, MA, March 28, 2008 - Boston Interactive, an interactive marketing firm, announces the launch of the newly redesigned website for the Two Ten Footwear Foundation (www.twoten.org). Two Ten is an organization dedicated to providing support for the footwear industry through social services, educational programs, and scholarships.

Two Ten was seeking a redesigned website to better convey their story and invite visitors to learn about the organization. The new website unified all of Two Ten's online communication vehicles through a user-centric strategy that guides the visitor from landing pages to educational sites and how to use their assistance. Two Ten's mission is expressed through a design that highlights their welcoming, trustworthy, and professional character. All aspects of the new website circle back to Two Ten's tagline "Shoepople helping Shoepople".

"The main goals for the new website are to introduce visitors to the true mission and vision of Two Ten, to get them involved and drive them to action" said Chuck Murphy, president of Boston Interactive. "By creating this warm, welcoming online atmosphere we hope to generate more involvement from the visitors, whether that is making a donation, participating in one of their many forums, or simply learning more about Two Ten's mission."

About Boston Interactive - " Boston Interactive 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 Two Ten Footwear Foundation - " Since their inception, Two Ten has been about making a difference in the lives of people in the footwear industry. Two Ten is committed to strengthening the footwear community with financial, social and educational support and services while nurturing community building and volunteerism. To support that mission, Two Ten offers financial assistance, counseling, community building, and scholarships to families and individuals facing difficult times. For thirty years, Two Ten focused its efforts on fundraising, national expansion and providing financial and emotional support to members of the footwear community in need. More information about Two Ten can be found at www.twoten.org.

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About Boston Interactive

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.