

**PRESS RELEASE**  
Hall Web Services, Inc.

**Wilderness Medical Associates Launches Data-Driven Website for Training Courses and Wilderness Medicine Information**

**April 2, 2009**

**Scarborough, Maine** – Wilderness Medical Associates, the nation's leading providers of wilderness rescue medicine training, today announced the launch of a redesigned website with numerous new features including course management, blog feeds, videos, and a gear store. The site, developed by local web firm Hall Web Services, allows Wilderness Medical Associates to manage a complete roster of wilderness medical training courses and allows potential attendees to research a course and register for it online.

"Wilderness Medical Associates is at the forefront of using social media and online tools to make it easier to learn about and register for wilderness medicine courses," said Amanda O'Brien, Project Manager. "The new site not only allows them to manage courses and registrations with a web-based application, but also incorporates RSS feeds, links to social media accounts and videos embedded from YouTube. This site is a tremendous resource for those interested in knowing more about wilderness medicine."

One particularly valuable resource is a "Ask Dr. Johnson" feature of the blog, which allows students of wilderness medicine to ask questions on all topics of medicine such as gaining experience, dealing with specific medical problems, and legal problems encountered by wilderness EMTs. Other resources include news, testimonials from students, information for instructors, sponsors, and a frequently asked questions (FAQ) section.

The field of wilderness medicine is a particularly exciting area and the new Wilderness Medical Associates site enters the space with news, functionality, and multimedia resources that are at the forefront of the web. Visit the new site at <http://www.wildmed.com/> to learn more about their courses or register for one today.

**About Wilderness Medical Associates**

Wilderness Medical Associates was founded in 1981 by Peter Goth, M.D. to provide medical training and risk management for Outward Bound Schools in the United States. Today, WMA annually trains over 7,000 students of varying skill levels in the US and abroad. Clients include colleges and universities, camps, outdoor adventure companies, rural ambulance services, private businesses, and government entities.

**About Hall Web Services**

Hall Web Services of Portland, Maine partners with small to medium sized businesses to grow their businesses through the creation of a comprehensive web strategy. Hall's services include web design and development, managed hosting, internet marketing, inbound marketing strategies and multimedia production.

**For more information visit [www.hallme.com/press.asp](http://www.hallme.com/press.asp)**