

Kerry McKeel  
AWLA, Public Relations Specialist  
(703) 931-9241 ext. 240-Office  
(757)761-9412-mobile  
kmckeel@awla.org



**FOR IMMEDIATE RELEASE**

January 30, 2013

**Animal Welfare League of Arlington Launches New Website to Encourage Community Engagement**

The Animal Welfare League of Arlington (AWLA) launched their new website, [www.awla.org](http://www.awla.org), today, which enables the Arlington and D.C. metro area community to easily learn more about AWLA adoptable pets, news, events, community services and volunteer opportunities. The updated website includes responsive capabilities insuring the site works across all devices. It compliments their iOS and Android apps, and allows visitors to get updates on news and events, browse pets available for adoption and much more from any web enabled device.

ARLINGTON, Virginia, MONTH, DAY, 2013 - The Animal Welfare League of Arlington (AWLA) launched a new website today, [www.awla.org](http://www.awla.org), enabling the Arlington and D.C. metro area community to easily learn more about AWLA adoptable pets, news, events, community services and volunteer opportunities. The site now boasts a modern look and feel, as well as a suite of updated features, which enables AWLA to more easily communicate and engage with the community.

“Whether we are highlighting adoptable animals, posting news updates or sharing an exciting event announcement, the enhancements to [awla.org](http://awla.org) have provided us with the tools necessary for seamless engagement with our community and supporters,” said Susan Sherman, AWLA’s Chief Operating Officer.

The site complements the [iOS](#) and [Android](#) mobile apps AWLA, which were released in 2012. The new site is built using fully responsive design which scales to work with devices of any size, from smartphones to tablets, laptops, desktops and anything in between. “More and more people are doing everything from their phones and tablets. The internet was always meant to be about the mobility of information, and we wanted to be sure that AWLA could get information to their audience no matter how that audience is accessing the information.” said Max Lollar, Creative Director of Yoko Co., the firm that designed and built the website.

“It’s a drop in the bucket of effort that AWLA puts in on a regular basis to help better the local community for people and animals alike.” said Chris Yoko, Chief Executive Officer of Yoko Co. “At the end of the day the goal of a website is just to help the organization achieve their goals. I think the new [www.awla.org](http://www.awla.org) will definitely help do that.”

*Since 1944, the Animal Welfare League of Arlington (AWLA) has been committed to improving the lives of animals. Arlington provides sheltering and animal control services under a contract with Arlington County. Other services including low-cost spay/neuter, humane education, pet-loss support, emergency veterinary assistance, pet-assisted therapy, fostering, behavior helpline, and specialized medical treatment for shelter animals are all funded by donations. For more information, visit [www.awla.org](http://www.awla.org). Please follow us on Facebook at <http://www.facebook.com/pages/Animal-Welfare-League-of-Arlington> and on Twitter at [https://twitter.com/AWLA\\_Arlington](https://twitter.com/AWLA_Arlington). Download Arlington Pets App to learn more about AWLA adoptable animals.*

Contact:

Name of Media Contact: Kerry McKeel  
Title of Media Contact: Public Relations Director  
Organization Name: Animal Welfare League of Arlington  
Contact Phone Number: 703-931-9241 x240  
Contact E-mail: kmckeel@awla.org

About Yoko Co: Yoko Co. (See-oh) is an interactive agency with a lab mentality. The firm partners with clients to identify and solve problems in their interactive marketing mix using a strategic approach to website design and development, social media marketing, search engine optimization, mobile applications as well as the creation and production of web content. For more information, visit [www.yokoco.com](http://www.yokoco.com).

Contact:

Name of Media Contact: Vanessa Sandler  
Title of Media Contact: Project Manager  
Organization Name: Yoko Co  
Contact Phone Number: 202-656-1384  
Contact E-mail: Vanessa@yokoco.com

###