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American Red Cross of Greater Cleveland Launches Redesigned Website

New design provides easier navigation, establishes local brand identity

Cleveland, OH -- September 9, 2009 -- The American Red Cross of Greater Cleveland has launched a newly designed Website that will provide additional ease of navigation to consumers, will allow for on-line course access, and will more firmly establish the organizational brand identity in the Greater Cleveland market.

“We are pleased to bring our newly designed Website to Red Cross friends, supporters, students, consumers and families. We believe the ease of navigation, on-line course availability, the wealth of information on important matters like H1N1 flu prevention tips and disaster preparedness and response efforts, and the ability to purchase items from our Red Cross store will be a great asset,” noted Susan A. Elder, Chief Marketing Officer for the Greater Cleveland Red Cross.

In addition to the information to be found on the site, the look of the site is now aligned with the brand identity of the Greater Cleveland Red Cross. In 2007, the organization, with input from staff, board members, volunteers, supporters and the general public, undertook a brand identity campaign to more strongly position itself into the NE Ohio region.

What you will see in the new Website is the brand characteristics identified by those within our very own community, who unanimously noted that the Greater Cleveland Red Cross is part of our life.

Please provide us with your feedback on the newly-designed site by emailing wrotent@redcross-cleveland.org with your comments and suggestions.

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