



# Lake Erie Nature & Science Center

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## **DYNAMIC NEW WEBSITE LINKS WILDLIFE AND NATURE LOVERS TO LAKE ERIE NATURE & SCIENCE CENTER**

Bay Village, Ohio --- Lake Erie Nature & Science Center works hard to inspire people to choose a hike in the woods over an afternoon in front of a flickering computer screen, but the Center recently launched a dynamic new website that invites wildlife and nature lovers to connect online.

"We recognize the power of the Internet to communicate with people who share our vision and passion for nature," said Renee Burslem, Director of Community Relations and Fundraising for Lake Erie Nature & Science Center. "Our website has moved beyond being a static, online brochure to become a dynamic, changing resource for our supporters and visitors."

The website, located at [www.lensc.org](http://www.lensc.org), was completely redesigned and rebuilt by Westlake-based, Aztek, over the summer. Based on the Center's tri-color logo, the site includes the latest information on nature education, planetarium programs, wildlife rehabilitation and exhibits, as well as special events. There are secure online forms to join or renew a Center membership, volunteer, make a donation or "adopt" a Center animal. "People like the convenience of doing business online," Burslem said. "We're working on plans to launch online class registration in the future."

According to Burslem, the Center hopes the website will serve as a tool to stay connected with far flung supporters as well. "We live in such a mobile society and a strong web presence is one more way for our friends who have moved away to keep in touch with the work of the Center."

Visitors to the new website will find a Kids Corner with fun wildlife facts and an electronic Newsroom with photos, news releases and background information. In addition, Lake Erie Nature & Science Center is regularly blogging its latest news, photos and links under the *Chirp & Chatter* heading. Digital files (pdf's) of most of the Center's recent publications are also available for download and there's an option to register to receive the seasonal Program Guide or WREN wildlife rehabilitation newsletter via e-mail.

Kevin J. Latchford, Aztek's Chief Operating Officer, said the company enjoyed working with the non-profit Center to elevate and expand its web presence. "It is our hope that everyone finds the website appealing and easy-to-use and that Lake Erie Nature & Science Center continues to grow due to this new tool."