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CHILDREN'S MUSEUM OF PHOENIX ANNOUNCES THE LAUNCH OF NEW WEBSITE AT WWW.CHILDRENSMUSEUMOFFHOENIX.ORG

PHOENIX, AZ (April 4, 2012) – The Children's Museum of Phoenix, one of the top 10 Children's Museums in the Country (*Parents Magazine*, 2011), launched their brand new website today, creating an information portal for users that is easy to navigate, intuitive and provides many opportunities for user interaction. The new website also includes a mobile version and a Spanish language page providing general visitor information.

"Our new site is now truly in line with our philosophy that learning is a joy at the Children's Museum of Phoenix," said Marion Wiener, Director of Marketing and Communication for the Museum. "Visitors to the site will see a much more playful design and have an easier and intuitive way of learning about the Museum, and engaging with the Museum on many different levels. The site is also photo rich with pictures of children enjoying themselves in the many Museum spaces."

The main features of the new site are:

- Easy navigational tools
- A home page that provides a snapshot of what is happening in the Museum that day
- Quick links to easily engage with the Museum either by planning a visit, becoming a member, booking a party, or making a donation
- An easy access link where educators can take steps to schedule a field trip

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The Museum engaged in a formal review of web design companies last Fall and chose award-winning website design and internet marketing company, Fasturtle, to design the site. The company was chosen based on their expertise, reputation in custom website design, superb customer service, and understanding of the Museum's mission and unique environment.

CEO of Fasturtle, Eric Olsen, said "Fasturtle understood the importance of highlighting the Museum's mission of engaging minds, muscles and imaginations in their new website. The new site is designed to reflect the interactive nature of the Museum while providing valuable information to the community. The entire Fasturtle team is very proud to have been selected for the project and to provide the Children's Museum with a fun and functional new site."

The new site can be accessed at www.childrensmuseumofphoenix.org.

About Fasturtle

Since 2000, Fasturtle has been a leading provider of website marketing solutions and award-winning website production. Fasturtle is a Ranking AZ top 10 website and internet marketing firm based in Scottsdale, AZ and offers a wide range of services, including custom website design development, hosting, E-mail setup and support, as well as internet marketing including social media and search engine optimization. Specializing in small business, clients are located across the United States. More information can be obtained by calling (480) 348-0467 or visiting www.fasturtle.com.

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The Children's Museum of Phoenix is located in the historic Monroe School Building at 215 N. 7th Street in downtown Phoenix. The Museum opened to the public on June 14, 2008 and offers 45,000 square feet of hands-on, fun and educational activities for children ages birth to 10. The mission of the Museum is to engage the minds, muscles and imaginations of children and the grown-ups who care about them. The Museum is open Tuesdays through Sundays, 9am to 4pm. Admission is \$11 per person, children under the age of 1 are free.

AzTAP Department of Services for Persons with Disabilities conducted an accessibility evaluation in August 2008 and summarized, "the Children's Museum of Phoenix is the most exceptionally disability-aware arts institution this evaluator has ever surveyed."