



NEWS RELEASE

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Court Appointed Special Advocates (CASA) of Peoria County Launches New Web Site

Peoria, IL, March 17, 2010—Court Appointed Special Advocates (CASA) of Peoria County has launched a significantly upgraded Web site in terms of ease of use and look-and-feel. The new Web site, www.casapeoria.org, offers site visitors a comprehensive overview of CASA, makes donating easy and provides online resources for CASA volunteers. The site also gives visitors the opportunity to sign-up for electronic updates, view videos and learn more about the fundraising events being hosted by CASA.

“In our current economy, nonprofits, including CASA, are struggling even harder to capture the attention of volunteers and donors. Having a fresh, clean, easily navigated site is critical to engaging people with CASA,” said Pamela Perrilles, executive director of CASA of Peoria County. “Because the site also serves as a portal for volunteers and board members, it will make our organization more effective, which means we’ll have more time to focus on delivering services to the abused and neglected children of Peoria County.”

She added, “We knew our old Web site was falling woefully behind and a major overhaul was required. We are so excited about the new site and its anticipated role in building awareness and support of CASA of Peoria County.”

The Web site’s development, hosting and ongoing site maintenance was donated entirely by Lisa Murphy Web Design, a Peoria-based Web site design and development firm. “To have someone in our community step-up and take on such a large project at no charge, and complete it in such a short timeframe, is greatly appreciated by the entire CASA family,” said Perrilles.



About CASA of Peoria County (www.casapeoria.org)

Court Appointed Special Advocates (CASA) of Peoria County is a nonprofit, volunteer organization that advocates for the best interests of abused and neglected children within the Juvenile and Probate Court systems. Its existence is based on the belief that every child has the right to a safe and permanent home allowing them the chance to reach their full potential in life. The organization has been serving abused and neglected children since 2005.

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