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## **Arizona Coalition to End Homelessness Reveals New Website** *Richer Content and Enhanced Navigation aid in site re-design*

PHOENIX (August 26, 2011) – The newly redesigned web site of the Arizona Coalition to End Homelessness (AZCEH) goes live today on the World Wide Web. [AZCEH.org](http://AZCEH.org) aims to extend the reach of the Arizona Coalition to End Homelessness by serving the community and general public interested in learning about homelessness, its causes, and efforts being made to end it in Arizona. The new web site features expanded content, a community event calendar, and advocacy issues and ways to take action.

“The Coalition is committed to providing valuable and timely information to our members and the public in our efforts to advocate for solutions to homelessness in Arizona,” says Michael Shore, Vice-Chair of the Arizona Coalition and lead for the website re-design. “Our new web site focuses on innovative solutions to this complex social problem and continues our mission of educating and informing stakeholders in our communities. The site provides new opportunities for engagement and collaboration for our partners and will further amplify our collective voices for change.”

### **Deeper Content and More Accessible**

The site is better organized to provide quick and direct access to all of these resources for all audiences. It now includes:

- Information about the Arizona Coalition, our member agencies and how to join
- Commitment to providing the latest in news and information about homelessness with current news stories about homelessness and a blog featuring commentary from guest leaders in the community and homeless services industry
- A spotlight on member agencies, promising practices, and individuals and families overcoming homelessness
- Information about and a greater understanding of the factors that contribute and perpetuate homelessness in our society
- Highlight of best practices in ending homelessness and the latest data and research, including AZCEH’s latest series of whitepapers
- Local, state, and federal policy issues affecting individuals experiencing homelessness and how to advocate on their behalf
- AZCEH’s focused service initiatives including Project H3: *Home, Health, Hope* and Arizona StandDown
- Education and training opportunities including registration information for the Coalition’s annual Statewide Conference on Homelessness and other training opportunities in the community
- Member-only information including access to discounted training through a partnership with t3 and employment and funding opportunities

### **Design Team**

The Arizona Coalition to End Homelessness commissioned Effusion Creative Solutions to develop the new design. Working with staff, Effusion created a user friendly and attractive website that better supports the Coalition’s mission and messaging.

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Find AZCEH at [www.azceh.org](http://www.azceh.org) and on: 