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FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Lisa Gullette, Owner of CreatiVisibility
(919) 661-8124
pressroom@creativisibility.com

New NC Public Transportation Association Web Site Gets Us Involved

Apex, N.C. – Public Transportation is a hot topic for going “green” and a budget-friendly transportation option in this economic climate. North Carolina Public Transportation Association (NCPTA) members represent a diverse group, all working toward the goal of increased mobility options for North Carolinians and now the association has a new Web site for members and those wishing to support, or become involved in promoting, public transportation.



CreatiVisibility, a print design, Web design and marketing company in the Apex/Cary area, was selected to redesign and redevelop the interactive NCPTA Web site which launched this week. The site is part of an overhaul of NCPTA's visible materials; uniting its trade show display and various print materials, with matching eNewsletter and Web site. CreatiVisibility was selected for the design of the visual campaign. CreatiVisibility has also been retained to maintain the web site to keep it fresh and current.

This site provides a wealth of information for its visitors including a “Take Action!” section where congressional contacts and sample contact letters are available, an interactive online membership directory where profiles are found and messages can be sent directly to individuals, systems, affiliates, and government agency members from the site, and a “Members Only” section where the association communicates important information to its members. “Our board is saying that the general public and member only sections are first rate! They like the ease in finding things and the graphics/redesign look fantastic,” said Amber Wagner, Executive Director of the Association.

Visitors are also able to subscribe to the RSS feed for public transportation news, and members can update their profile, renew their membership online, or find out how to be involved in the association or apply to serve on a committee, or subscribe to the eNewsletter.

People interested in statewide transit job opportunities, searching and registering for transit related training, attending conferences and forums, or sponsoring an event or publication find it all in the new site. A convenient site search function is located at the top of all pages for ease in finding information.

Visit the site at nctransit.org to experience a fresh new look, inviting colors and flash animation, as well as find your connection to support public transportation in North Carolina.

About North Carolina Public Transportation Association, Inc.: The North Carolina Public Transportation Association, Inc. (NCPTA), is a private, non-profit organization, that promotes public transportation throughout this state.

NCPTA works with the North Carolina Department of Transportation (NCDOT), the Federal Transit Administration (FTA), state and national public transit associations, human services agencies, civic and community groups, businesses, and universities to promote public transit services and create an integrated, multimodal transportation system in the state. Together, they aim to enhance public transportation services in North Carolina.

About CreatiVisibility:

CreatiVisibility creates visibility for its clients by taking a creative, marketing-faceted approach to print and Web site design with the goals of building a lasting relationship between designer and client through attention to client needs, by problem solving in a creative, well-researched and cost effective manner, and by producing print and Web communications products that meet or exceed professional standards.

CreatiVisibility is a small business in Wake County, North Carolina focused on serving businesses, event planners, and corporate/government clients. For more information about CreatiVisibility, please visit www.CreatiVisibility.com.

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