

Oregon Coast Aquarium launches new website with streamlined design

Website offers easier access to information and ties directly to aquarium's social networking sites

NEWPORT, Ore. – The Oregon Coast Aquarium has launched a new website, offering a more user-friendly experience, at www.aquarium.org.

The website, built and designed by Terra Firma Design & Consulting in Newport, allows visitors to access information quickly and easily with a new streamlined design that is easy to navigate.

"We are very excited about the aquarium's new website," said Nairne Dickey, Terra Firma Design and Consulting creative director. "We think the clean design, ease of navigation and updated content really serve the aquarium's mission well and will continue to help connect the aquarium's fans with the dedicated aquarium staff. We're so happy we could work with everyone at the aquarium on this project."

Website visitors can find out about the aquarium's services, programs, events, educational efforts and animals. New features include drop-down menus offering details about exhibits, animal species and habitats.

Users also will have the opportunity to watch videos, purchase tickets, make tax-deductible contributions, adopt animals, sign up for e-mail newsletters

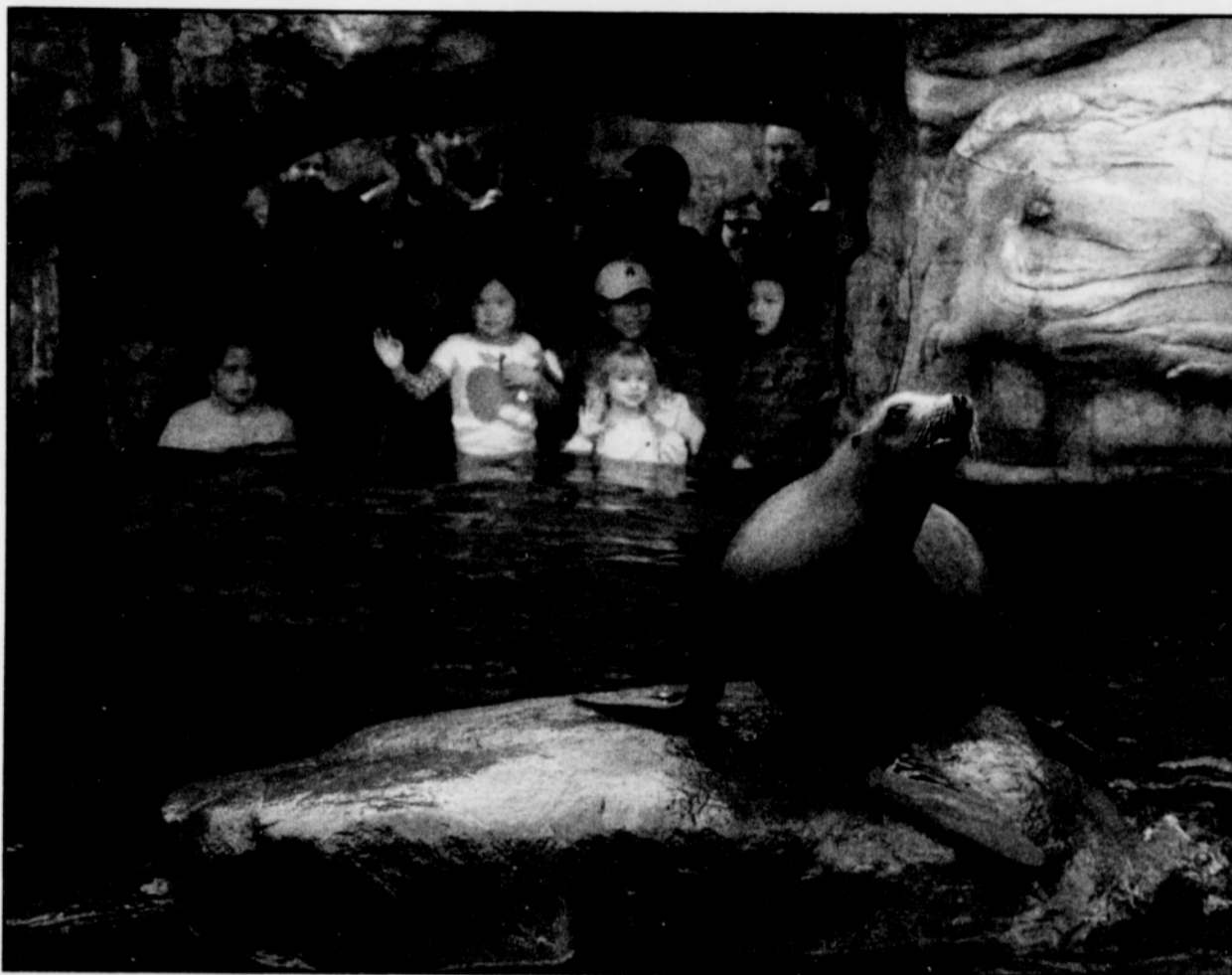
or plan educational experiences offered by the aquarium.

Users also can connect to the aquarium's social networking sites from the new website, including Facebook, Twitter, YouTube and Flickr. Features include animal updates, conservation tips, educational information, giving opportunities, photos, videos and contests.

Marsh Myers, aquarium education manager, said the challenge was to take a lot of information, break it down to the core information that people look for and make it easy to access.

"A well-designed website communicates the heart of the aquarium in a visually compelling way, but also allows visitors to get the information they need quickly," said Myers. "Over 80 percent of Americans use some kind of social networking or digital media and our goal is to bring them the experience of the aquarium even if they're not here in person to enjoy it. That's the true beauty and value of the Internet."

The Oregon Coast Aquarium is a private, non-profit aquatic and marine science educational facility offering a fun and interesting way to learn about Oregon's unique coastal ecosystem. It is dedicated



Courtesy photo by Cindy Hanson, Oregon Coast Aquarium

Lea the sea lion delights visitors during a feeding.

to teaching marine wildlife and ocean conservation through responsible management and exhibition of marine life.

For more information, visit the aquarium's website at www.aquarium.org or call 541-867-FISH.

Volunteer for Prevention Program

If you are interested in volunteering with the Prevention Program, here are specific guidelines for volunteering:

- Apply to be a Tribal Prevention volunteer at Human Resources. This will include agreeing to a criminal background check and a drug screen.
- Attend an orientation with Prevention staff to learn about ethics and program policies and procedures. A volunteer training program will be developed.
- For those with previous problems of alcohol/drugs, at least one year of living a clean and sober lifestyle is required.
- Participate in making a prevention video/DVD
- All people to be filmed must sign an agreement to be filmed.
- The Tribal general manager and Tribal Council must approve of the final cut before it's released for public viewing.

Any question regarding this process, please contact Jenifer Metcalf, Prevention coordinator, at adprev@ctsi.nsn.us or 800-600-5599 or 541-444-9618.

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Siletz Veterans Office Open Daily

Tony Molina is available for all Siletz Tribal veterans. He is in the Tribal administration building in Siletz from Monday through Friday to help you get all the information you need for your VA benefits. Additionally, he needs your help to update our veterans' roster, especially for those who are currently serving. Call Tony at 541-444-8330 or 800-922-1399, ext. 1330.

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