

FOR IMMEDIATE RELEASE:

**ONE VOICE FOR SOUTHEASTERN NH LAUNCHES VALUABLE RESOURCE
FOR PARENTS AND YOUTH**

*Supporting Youth, Families, Educators, and Community Who Are Committed to the Prevention
of Substance Abuse*

PORTSMOUTH, N.H., Feb. xx, 2010—ONE Voice for Southeastern NH recently launched a new Web site, providing a valuable resource to both adults and youth on the prevention of alcohol and substance abuse. ONE Voice is a nonprofit organization focusing on providing information and support to parents and teenagers on substance abuse and awareness programs. The organization also acts as a direct source of information for those in need.

The Web site solution was a result of the collaborative efforts of Brigham Pendleton Design and Olive Development. The companies collectively formed a strategic plan for ONE Voice, with initial focus on establishing the content structure and navigational scheme. Working with the client to identify the stakeholders, perform a content inventory, and orchestrate a clear outline of the site architecture, the result ensured the information was intuitively organized and easily accessible to the end user.

The overall development of the Web site proved to be a unique challenge, ensuring it functioned as a source for parents and youth seeking information on awareness, resources, and where to get help, as well as a resource for partnering support groups.

Juggling a balance between hip and informative, the design focuses on connecting with the younger audience, while still keeping the clean, organized layout for the adult users. Olive Development provided the core functionality to drive the Web site, a content management system allowing the staff at ONE Voice the ability to maintain their site, keeping content current and relative.

“We worked closely with ONE Voice, listening to their needs and objectives to gain an understanding of their present and future goals,” says Brigham Pendleton, owner and creative director of Brigham Pendleton Design. “We then developed an online strategy that provided them the dynamic core to expand with their growing needs. We continue to work with them on their on-going marketing needs.”

“The ONE Voice coalition came in contact with Brigham Pendleton Design and Olive Development and a partnership was forged,” states Melissa Silvey, coordinator for ONE Voice for Southeastern NH. “As a non-profit, we needed to get it right the first time and it was their intuitiveness that directed our design and branding. What continues to resonate is that they had a vision and walked us through that vision even when we could not see it ourselves. The design demonstrates creativity in a

crowded field of mediocrity. It is easy for a small coalition to get lost and with Brigham Pendleton Design's logo design, Web site design, and now online marketing tools; we are a very satisfied client.”

To view the ONE Voice Web site visit www.onevoicenh.org.

About ONE Voice

ONE Voice for Southeastern NH is committed to creating a collaborative proactive environment that supports and sustains the 20 southeastern New Hampshire communities' health and vitality through enhancing alcohol, tobacco and other drug prevention, intervention, treatment and recovery resources. For valuable resources, research, and advice visit www.onevoicenh.org or call 603-436-5554.

About Brigham Pendleton Design

Based in Portsmouth, New Hampshire, Brigham Pendleton Design provides Web site design and development, consultation, print and identity design. We provide for our clients solutions that look beyond the here-and-now. Clients include National Maritime Historical Society, Jacobi Hospital, Lifestyle Transportation International, Education Development Center, Quantitative Environmental Analysis, Lumenfly, Behavioral Health Network, QA Café and VolunteerNH. For more information visit www.brighampendleton.com or call 603-430-6289.

About Olive Development

Olive Development provides Content Management Architecture (Olive CMA), an XML/XSL based Web development framework that enables us to build custom intranets, extranets and Web sites quickly and efficiently. For more information visit www.olivedevelopment.com or call 603- 430-6287.

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For more information contact:

Kelly Whalen
Whalen Public & Media Relations
O. 603-436-2347
C. 207-441-5624