



Community Renewal Team

Changing lives... Creating opportunity!

FOR IMMEDIATE RELEASE:
January 3, 2013

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Community Renewal Team Launches New Website

Local Web Designers and Developers Assist Agency Integrate Web 2.0 Features



New front page of www.crtct.org features a brand new design with expanded functionality.

HARTFORD—One of Connecticut's largest human service nonprofit agencies, Community Renewal Team, just revamped and launched their new [website](http://www.crtct.org) through a partnership between Easthampton, Mass. based CPRdesignco and Lenox, Mass.-based [Winstanley Partners](http://www.winstanley.com).

The new site offers quick navigation tools, access to resources and opportunities, videos and key contacts for the services provided at more than 60 programs throughout Central CT. Interactive search-by-town capability on multiple pages allows people to find services for which they qualify and locate the closest CRT offices. The entire site is completely bilingual (English and Spanish) with a simple toggle at the top of each web page.

Despite the site's ease of use, it features approximately 200 separate web pages that offer critical information, testimonials and applications. CRT's new YouTube channel is linked within the site adding the agency's first social media component and delivering videos about its programs, events and news highlights.

CPRdesignco LLC, led by its principal communications consultant Cecil Phillips-Ritchey, worked alongside marketing agency Winstanley Partners and CRT staff on CRT's agency-wide Integrated Marketing project that produced the revamped website along with a new branding portfolio.

To enter the site and learn more, please visit the new CRT homepage at www.crtct.org.

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Community Renewal Team, Inc. is the designated Community Action Agency for Middlesex and Hartford Counties and is the largest non-profit provider of human services in Connecticut. The agency's mission is Preparing Our Community to Meet Life's Challenges. The mission is achieved each day by helping people and families become self-sufficient while making sure basic needs are met. CRT's programs include Head Start, Meals on Wheels, energy assistance, supportive housing and shelters, and many others, serving people in more than 60 cities and towns throughout Central CT from the Massachusetts border down to the Long Island Sound. Please visit us at the NEW www.crtct.org.