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CASA PACIFICA - a California Non-profit 501 (c) (3)

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Casa Pacifica Honored With Prestigious Web Marketing Award

CAMARILLO, CA, September 18, 2012 — Casa Pacifica Centers for Children & Families has been honored with the Best Non-Profit Website Award by the Web Marketing Association in its 16th annual WebAward Competition. The web site www.casapacifica.org, collaborated on by Casa Pacifica staff and an outside web development agency, earned high marks from industry insiders for developing an engaging site that effectively delivers its mission to provide hope and help for abused, neglected, or at-risk children and their families.

“It really was a team effort to create a site that would be visually appealing, but also have meaningful content that represents the wonderful work we do here at Casa Pacifica,” said Dr. Steve Elson, Casa Pacifica CEO. “We were very fortunate to work with a talented group of people at the web development agency Mineral.”

The website was submitted into the award competition after a digital remodel that focused on illustrating the purposes of Casa Pacifica’s organization: to provide safe shelter, educational programs, therapy sessions and mobile crises response services to children and families with urgent needs. Including a method for fast, easy online giving was also a priority. More than 2,000 entries from 42 countries were evaluated in 96 different industry categories for the 16th annual WebAward Competition. The competition was judged by a panel of representatives from disciplines in the website development arena and included media and advertising executives, site designers, creative directors, corporate marketing executives, content providers, and webmasters. Entries were judged in seven categories: design, copy writing, innovation, content, interactivity, navigation, and use of technology. Casa Pacifica received a score of 69 out of the 70 points possible.

Casa Pacifica is also currently developing another remodeled web site that will honor the organization’s famous “therapy dog” Archie, a Newfoundland who is very popular with the children and staff at Casa Pacifica and within the Ventura County community. The new web site will offer an online store.

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Casa Pacifica is a crisis-care and residential treatment facility for abused, neglected, or at-risk children in the tri-Counties. The agency is the largest provider of children’s mental health services in both Ventura and Santa Barbara Counties and administers a number of community-based programs which are designed to strengthen families and keep children in their own homes, schools, and communities.

For more information about Casa Pacifica view www.casapacifica.org or contact the Development Department at (805) 445-7800.