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A WEBSITE REFRESH FOR AN IMPORTANT CAUSE

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To mark the 2009 World AIDS Day, Unison implemented essential design augmentations that helped the viewer learn more about the efforts and initiatives pivotal to Friends of the Global Fight. The US-based advocacy organization dedicated to sustaining and expanding U.S. support for the Global Fund to Fight AIDS, Tuberculosis and Malaria is best known for its initiatives that create partnerships between governments, civil society, the private sector and affected communities, with the goal of preventing and treating these three diseases. Perhaps the most notable of these is (PRODUCT) Red, which has as of December 2009, generated \$140 million USD for The Global Fund.

The updated site offers an even more visually impactful experience for the user. Navigation was simplified with a headline bar at the top of the page, allowing quick access to the latest news and events. The extent of Friends' impact can be viewed through an interactive map, detailing the group's efforts in over twenty-five nations across the globe. This was furthered by an update to the photography, which emphasized the sheer number and variety of communities touched by the organization. Unison's team also expanded social networking capabilities, including ShareThis, so that Friends' message can be spread quickly through many different media.

Unison's President Robert Fardi noted, "The website enhancements were timed to take place on one of the most important days of the year for such causes. We are happy that our team was able to better the site and, therefore, the ability of Friends of the Global Fight to be heard throughout the world."

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ABOUT UNISON:

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

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