



Westerner Park

# MEDIA RELEASE

December 17, 2015

---

## Westerner Park Celebrates a new Website

**December 17, 2015 | Red Deer, AB** – On Monday, December 21st Westerner Park will launch their new website, **westernerpark.ca**. A fresh new design, updated content and improved user interface are just a few of the changes that can be expected for the new site.

Recognizing that over 60% of the visitors to their website are accessing it from some form of mobile device and knowing that this trend will only continue to grow, Westerner Park ensured that the design and development was built to function as a responsive website. Responsive websites, change and adapt its visual design and layout based on the display size of the visitors device, resulting in an optimal user experience for all visitors.

Visitors to the site will be greeted by a fresh clean new design that reflects Westerner Park's practical and welcoming nature while proudly celebrating their brand. The information on the Westerner Park website has been updated so all relevant content is easily accessible. Visitor will notice the general page structure of the website is very similar, with key areas of the website now more accessible.

"We recognize our website is heavily utilized, whether it's to gain information on the over 1500 events we host or to plan an event of their own." says Meghan Gustum, Marketing Manager, Westerner Park. "The user interface and mobile accessibility of our site was of top priority."

Almost half of the daily views to the website are on event calendar. The new event calendar is more visually appealing and easily accessible. Guests and event planners with both benefits from the improvements to this popular area of the website.

Meghan also notes that they made sure the website was developed using HTML, CSS and Javascript best practices. "There was a lot of work done behind the scenes on our website to ensure we are conforming with the most up to date coding and SEO practices."

Westerner Park invites everyone to visit their new site and navigate through all the updated pages and to share it with their network. For continued real time updates about everything Westerner Park, make sure to "like" the Westerner Park on Facebook ([www.fb.com/WesternerPark](http://www.fb.com/WesternerPark)), follow them on Twitter (@WesternerPark) and Instagram (@WesternerPark).

- 30 -



**Westerner Park**

# **MEDIA RELEASE**

---

*Westerner Park is Central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. A not-for-profit organization supported by 50 full-time staff and 150 full-time volunteers, Westerner Park generates \$150 million annually in economic activity hosting over 1,500 events and 1.5 million visitors each year.*

**For more information please contact:**

**Meghan Gustum**  
**Marketing Manager**  
Westerner Park  
P 403.343.0207