



**MOUNT ALLISON STUDENTS' UNION**

**FOR IMMEDIATE RELEASE**

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**MOUNT ALLISON STUDENTS' UNION UNVEILS NEW WEBSITE**

**Sackville, NB** – On January 21<sup>st</sup>, 2013, the Mount Allison Students' Union (MASU) launched their new website at [www.masu.ca](http://www.masu.ca). The website was designed by Norex, a web design firm based out of Halifax, NS, over the course of the past six months. The website boasts a modern, colourful design and is divided into three main sections: who we are, what we do, and how to get involved, which offer quick and easy access to essential information about the MASU. The launch of the new website contributes to the MASU's efforts to enhance the quality and availability of information.

"We are very proud to present to our members a website that is functional, user-friendly, and visually appealing," says Ariel Yip, Vice-President, Communications. "The new website will act as a one-stop hub where students can access everything from Council minutes to award nomination forms to photos and videos."

When asked about working with the MASU, Julia Rivard, Partner at Norex shared her thoughts. "At Norex we love working with dynamic organizations who value the power of smart design and with the Mount Allison Students' Union that's what we got. With passion for their members, the MASU jumped in to the redesign of their logo and website with a goal of greatness. The logo is a dynamic, youthful design that represents excitement, activity, diversity, and sophistication, and these same qualities have been brought into the design of the website. From the beginning, working with the staff at the MASU has been great and we look forward to continue to grow the site over time to meet students' needs."

Features of the new website include an updated Housing Directory, where students can easily browse listings of off-campus rental housing, a functional calendar of events, and online forms, in an effort to reduce the organization's paper consumption.

The Mount Allison Students' Union represents all full- and part-time undergraduate and graduate students at Mount Allison University in Sackville, New Brunswick.

For further information on this issue, please contact the Mount Allison Students' Union by e-mail at [sac@mta.ca](mailto:sac@mta.ca) or by phone at (506) 364-2231.