



FOR IMMEDIATE RELEASE

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RCAP SOLUTIONS ANNOUNCES LAUNCH OF NEW WEBSITE

New Website Showcases the Organization's Services and Mission in User-Friendly Platform

(Worcester, Mass., August 19, 2013) - Gardner and Worcester based non-profit, RCAP Solutions is pleased to announce the launch of its new website www.rcapsolutions.org.

RCAP Solutions is dedicated to providing the highest level of service to our constituents. By updating our website, we offer an attractive new design, improved navigation and high functionality. Visitors will benefit from easily accessible information on a variety of programs and services including links to important resources, access to necessary forms and calendars for upcoming training and events.

Karen A. Koller, President & CEO of RCAP Solutions, said, "A significant part of the Organization's mission is to foster self-reliance and improve the quality of life for our constituents. Our new website allows us to present those in need of our valuable services with the information and tools they want in the quickest and most organized way. We believe our new website advances our goal of creating 'the world we want' for individuals, families, communities and small businesses by presenting a range of resources and activities in an attractive and easy-to-access format. As our official online portal, it accurately reflects the depth and breadth of our services to the public."

The website includes several new features including: blog and social media links for up to the minute information and resources; informative videos on all areas of program; a donate button for those who want to financially support RCAP Solutions mission; a search tool and language translator for those who have difficulty accessing information; and a list of complementary services and resources provided by our partner organizations.

"Our new website was designed with our clients in mind," stated Maegen McCaffrey, Chief Communications Officer for RCAP Solutions. "The site really allows us to show the wide range of services we offer in an easily understandable format. One of the problems I've found when marketing the organization is that the complexity of our organization and diversity of our services can be confusing. Our new site shows how our programs relate to each other and support our mission of providing self-sufficiency opportunities to our constituents."

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The website was designed by Discovery Communications Group, located in Salem, New Hampshire, and was chosen based on their excellent client history and testimonials, capacity to provide full service marketing resources to the organization and strong understanding of RCAP Solutions needs. Content was driven by an internal working group of staff representing all departments.

About RCAP Solutions, Inc.

RCAP Solutions has been helping people throughout central Massachusetts with a wide range of housing and supportive services since 1969. Our mission is to foster personal and public self-reliance and improve the quality of life for individuals, families and the communities in which they live. RCAP Solutions is the Worcester County affiliate of The Regional Housing Network of Massachusetts and the Northeast affiliate to the national RCAP (Rural Community Assistance Partnership) Network. For more information, please visit www.rcapsolutions.org.

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