

# PRESS RELEASE

For immediate release

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Caption: The new “Ding” site showcases vivid wildlife imagery.

## **‘Ding’ Darling Wildlife Society unveils new reactive web site**

Whether you are viewing it from a full desktop screen, tablet, or smart phone, the newly debuted web site for the “Ding” Darling Wildlife Society-Friends of the Refuge will react to your device with imagery that pops and navigation that gets you immediately to the information you need.

Many months in the making, the new site, designed by Sanibel Island’s own Brightstreet Group, debuted with a soft opening on Aug. 3, 2016.

“We’ve given it a test spin and let our board, staff, and other friends try it out before we make the formal announcement,” said DDWS associate director Sarah Lathrop, who along with DDWS media and web site specialist Chelle Koster Walton curated and created the content for the site.

“The feedback has been great,” said Walton. “Everyone especially loves our new Recent Sightings feature, which provides professional-quality images for all the species listed in the most recent volunteer survey. A big thanks to volunteer Ed Combs for his ongoing help with that and to all of our amazing contributing photographers.”

An easy-to-use calendar keeps visitors up to date on all the latest happenings. The new site also makes it easy and entirely secure to make donations online. In months to come, the wildlife society will be adding an e-commerce feature for “Ding” Darling Nature Store purchases online.

Also upcoming on the site will be live feed from the web cam at the observation tower on Wildlife Drive, thanks to donations by the Gardner families. Visit the new site at [dingdarlingsociety.org](http://dingdarlingsociety.org).

### ABOUT DDWS

As a non-profit 501(c)3 organization, DDWS works to support J.N. “Ding” Darling National Wildlife Refuge’s mission of conservation, wildlife and habitat protection, research, and public education through charitable donations and Refuge Nature Shop proceeds.

To support DDWS and the refuge with a tax-deductible gift, visit [www.dingdarlingsociety.org](http://www.dingdarlingsociety.org) or contact Birgie Miller at 239-292-0566 or [director@dingdarlingsociety.org](mailto:director@dingdarlingsociety.org).

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