

**FOR IMMEDIATE RELEASE**

August 17, 2017

Contact: Katie Mauger

Communications/Public Relations Coordinator

717-917-6101 or [katiemauger@aaronsacres.org](mailto:katiemauger@aaronsacres.org)

**Aaron's Acres Launches New Website**

Lancaster, PA . . . Aaron's Acres is proud and excited to announce that, after collaborating with a local innovative internet marketing agency, RODA marketing, our new mobile friendly website is ready to better serve the community.

Our mobile ready site is easier to view and navigate, and it will load faster. In addition to providing improved user experience, we wanted to make it even more convenient for visitors to quickly get information they seek by getting in touch with us with a simple "click and call" button. Since one of the greatest advantage that Aaron's Acres' programs offer is peace of mind for parents and family members, as we strive to provide a positive and completely supportive environment for every family we serve, our efforts also went towards ensuring increased rankings on Google, Yahoo and Bing, so that more families can successfully find us and choose a program that is right for their specific needs. We invite you to check out our enhanced, mobile friendly site for more information about our programs, events, and activities.

According to Roda Marketing, "Research shows that approximately 60% of Internet traffic comes from mobile devices, so having a responsive site increases the possibilities for parents, guardians and others caring for children and young adults with special needs to access Aaron's Acres website and learn about the opportunities they offer."

Aaron's Acres provides individuals with developmental disabilities age 5-21 year-round therapeutically based age-appropriate recreational programs directed by specifically trained and certified staff in a supportive environment that enhances socialization and communication skills. Emotional, educational, and recreational support is offered for the entire family.

Visit [www.aaronsacres.org](http://www.aaronsacres.org) to learn about our year-round social and recreational programs in Central PA. For more information on Aaron's Acres, please contact Maria Kapsak, Community Outreach Coordinator at 717-917-6101 ext. 105 or [mariakapsak@aaronsacres.org](mailto:mariakapsak@aaronsacres.org).

XXX