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*For Immediate Release*

## Town Launches New Website!

**April 1, 2019 - Olds, Alberta** – News release

The Town of Olds is pleased to announce the launch of their new website.

The new website retains the address of [www.olds.ca](http://www.olds.ca), and was designed with a few goals in mind including a clean and simple appearance, ease of navigation, accessibility and search functionality, complete with emergency alerts, maps and email notifications to subscribers. In July 2018, two public focus groups came together to share valuable input and help determine the needs and attributes to create a positive user experience for end users - residents, businesses, investors and visitors.

Website technology and how people use websites has changed significantly since the Municipal site was first developed. The previous website had lots of good content and we are pleased to be able to provide that information in a more user-friendly and accessible manner through the use of many of these new technological developments.

The new website has a number of new features such as the ability to pay water bills and business licenses online, sign up for emergency alerts, e-news letters, book swimming lessons or programs and submit photos. The site is also designed to be responsive so that it is easy to view on any type of device including smart phones and tablets.

“We encourage everyone to visit the new site often to stay up-to-date with what is happening in the Municipality and we welcome feedback from users on what they like about the new site and what improvements could still be made,” advised CAO Michael Merritt.

“As a Council, we are committed to continually improving the communication between the Municipality and our citizens and the launch of the new, improved Municipal website is exciting as it represents another step in that direction,” noted Mayor Michael Muzychka.

The development of a new website was approved in the 2018 budget as part of Council’s commitment to improving communication, openness and transparency. Following a competitive process in which 26 proposals were received, the project was awarded to Upanup of Calgary, Alberta.

Stay connected! Visit [www.olds.ca](http://www.olds.ca) sign up for e-news and emergency alerts and let us know what you think by clicking the website feedback link under “What’s Happening” on the homepage.

### **For more information:**

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