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**PARTNERSHIP WITH CHILDREN RELAUNCHES WEBSITE  
INTRODUCING NEW STRATEGIC VISION AND CREATIVE APPROACH**

New York, NY - Michelle Sidrane, executive director of Partnership with Children, today announced the relaunch of the organization's website which offers a comprehensive and exciting look at the organization and its new initiatives. The website is an easy-to-navigate site providing information including teaching tips and parenting tips to help at-risk teens and their parents.

Designed by Hexametric, Partnership with Children's new website ([www.partnershipwithchildrennyc.org](http://www.partnershipwithchildrennyc.org)) is filled with colorful, playful artwork submitted by the 5-12 year-old children served in the program. Through the use of engaging graphics and photos and testimonials from participants and staff, the site creatively defines the organization and its programs. The site is designed to make it easy and comfortable for visitors to understand Partnership with Children's mission and programs, download newsletters and annual reports.

Visitors can also easily donate online or buy a ticket to upcoming events.

"We wanted a fresh, clean look for the site where visitors could quickly find the information they require," said Sidrane. "Our goal behind the new website was to make it easy to access on all platforms. I believe that it achieves this goal by downloading quickly and offering user friendly navigational tools.

“The site also is designed to allow us, at a future date, to provide lesson plans and disseminate our curricula and best practices on a fee basis," said Sidrane. "This would be in conjunction with technical assistance we expect to provide shortly.”

Partnership with Children is a 95-year-old social service agency, which provides emotional and social support for at-risk children, youth and families through its school-based Open Heart - Open Mind and Life Steps programs. Founded in 1908, Partnership with Children (formerly Big Sisters, Inc.) has provided social services to 5,000 children and youth and families representing an 85 percent increase over the last 18 months following its implementation of a demonstration and expansion model in Community School District 13 located in the Fort Greene and Bedford Stuyvesant sections of Brooklyn.

"When we began working on the project together, we determined that we wanted the site to be available to everyone, not just to those served by the program," said Maryam Zafar, Creative Director, Hexametric. "So, we created a site for visitors where they could easily become a part of Partnership with Children. Even if they are not participating in the program, they should feel as though they are once they enter the site."

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