



Web Development and Design Agency on-IDLE Win The Variety Club Three-Way Pitch

Elemental Communications, September 21, 2005

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The Variety Club (<http://www.varietyclub.org.uk>) has appointed on-IDLE (<http://www.on-idle.com>) London-based design and web development agency to re-design its website with an easy-to-use content management system (CMS).

PR9.NET September 21, 2005 - The Variety Club works to improve the lives of sick, disabled and disadvantaged children throughout the UK and have a membership drawn largely from the entertainment industry.

The re-design will reflect the dynamic nature of the charity and reinforce its strong business focus, whilst retaining an element of fun for the children which are at the heart of the organisation. The new site will be launched in Autumn 2005.

Managing Director and Co-Founder Ané-Mari Peter at on-IDLE explains, "It is a truly modern makeover and places The Variety Club as a forerunner of design and online accessibility in the charity sector. The new design will reflect the charity's X factor and drive their offline offerings, bringing together output across all regions under one distinct and recognisable style.

The content management system enables Variety Club to manage their own content so that they can keep audiences abreast of their many events and appeals. Winning the three-way pitch has given us the opportunity to contribute in some way to what we see as the greatest children's charity in the world."

Simon Walsh, Head of Press and Public Relations at The Variety Club adds, "The re-development of the site presents an opportunity to enhance communication with current contributors, whilst opening up new channels for potential sponsors, donations and supporters. The new site will also reflect the latest standards in accessibility to ensure The Variety Club reaches as wide an audience as possible."

on-IDLE have been providing design and technology to increasingly high profile clients for over five years and are quickly developing their reputation for original identity design that compliments their open source technology products and services.

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

Phone:	0870 745 9292
FAX:	0870 745 9293
Website:	http://www.elementalcomms.co.uk
E-Mail:	mediacentre@elementalcomms.co.uk
Address:	Second Floor, 145 -157 St John Street, London, EC1V 4PY, England, UK