



## **MEDIA ALERT**

### **Children's Miracle Network Hospitals of Northeast Florida/ Southeast Georgia Officially Launches New Website**

*The New Website was unveiled today at [www.CMNjax.com](http://www.CMNjax.com)*

**For Release: Monday, August 15**

**Who:** Children's Miracle Network Hospitals of Northeast Florida/Southeast Florida  
2nd Floor Marketing

**What:** Children's Miracle Network Hospitals in Jacksonville is excited to launch their newly updated and user-friendly website at [www.cmnjax.com](http://www.cmnjax.com). In January 2011, the corporate office for Children's Miracle Network Hospitals introduced a new brand and name change by adding the word "Hospitals" officially to the name. The new brand reflects the unity between the organization and the Children's Hospitals they represent.

"The new website is a better reflection of who we are as an organization," said Kerri Solomon, Director of the Children's Miracle Network Hospitals Jacksonville Office. "Our mission is to raise funds and awareness for the pediatric units at Shands Jacksonville and Wolfson Children's Hospital. The new website will allow us to keep our Donors, Miracle Families, Sponsors and Volunteers fully informed of all of our activities. It will also serve as a more functional and interactive format for the general public to learn more about our organization. We were very fortunate to have the support of the Jessie Ball duPont Fund and 2nd Floor Marketing to help us achieve our goals."

The Jacksonville office had applied for and received a grant from the Jessie Ball duPont Fund which allowed the redesign of their website to reflect the newly developed brand. They partnered with 2nd Floor Marketing in San Marco to create and design the new look. In regards to their involvement, Bill Clifford, Founding Partner of 2nd Floor Marketing said, "2nd Floor Marketing has always focused on helping out our local community. Whether it is a small business or a local non-profit, we are strong proponents of grass roots growth and relationship building. CMN Hospitals has such an incredible impact on our community and future, it really feels great to know that we have helped to get children and their families the support they need."

To view the new website and brand visit [www.cmnjax.com](http://www.cmnjax.com). For media there are now available tabs that feature CMN Hospitals press releases, media alerts, and photographs from events throughout the year.

**Where:** [www.CMNJax.com](http://www.CMNJax.com)

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**About Children's Miracle Network Hospitals®**

Children's Miracle Network Hospitals is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year, over 170 Children's Miracle Network Hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. Locally, Children's Miracle Network Hospitals of Northeast Florida/ Southeast Georgia benefits the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital. For more information about Children's Miracle Network Hospitals of Northeast Florida/Southeast Georgia please visit our website at [www.cmnjax.com](http://www.cmnjax.com)

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