

FOR IMMEDIATE RELEASE

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**CONNECTRICHMOND AND CONNECTSOUTHSIDE
ANNOUNCE NEW WEBSITE LAUNCH AND LOGO CONTEST**

Connecting for good in the region is about to get easier

Richmond, VA – August 10, 2011 – ConnectRichmond and ConnectSouthside, virtual institutions in the local nonprofit community, continue their exciting progress on the Connect website rebuild project and announce a new logo and tagline contest for the community. The redesigned Connect system unifies www.connectrichmond.org and www.connectsouthside.org and enhances services to the community.

As announced earlier this spring, the project merges the two sites to create a shared platform that will upgrade their technology, create system efficiencies, and bridge information and resource gaps across the region. The rebuilt Connect will continue to provide information-sharing tools and resources primarily for the nonprofit sector, including the job finder, community calendar, email message groups, organization directory, and professional development and funding opportunities.

Through the generosity of Fortune 500 financial services company Genworth Financial and the expertise of its local employees, the redesigned website will have a new look and will function more efficiently to better serve the community as a virtual nonprofit and civic hub. By sharing information and facilitating relationships, Connect will continue to strengthen individuals, advance organizations, and build community, thereby driving positive and sustainable change. The vision of the Connect system is a strong nonprofit community working successfully in cross-sector collaboration and contributing to a thriving region.

“We are deeply grateful to Genworth and all of our funders and sponsors for their past and continued support as we strive to enhance our services to the nonprofit community and become an even stronger, more unified virtual civic hub,” says Melissa Hough, Executive Director of the Partnership for Nonprofit Excellence, which manages the ConnectRichmond program.

The new Connect website will officially launch in early 2012. A preview site will launch this fall for community testing and input. ConnectRichmond and ConnectSouthside will continue to operate separately until the launch of the new merged site.

New Connect Logo Contest

Connect also announces a logo and tagline design contest for the new Connect brand. All members of the Central Virginia and Southside Virginia communities are invited to submit designs that symbolize and communicate the mission and vision of the Connect system. A selection committee comprised of members representing some of the region's top marketing and design agencies and the Connect community at large will choose the winning design.

The winning design will serve as the official Connect logo and tagline, and the winner will receive a grand prize of \$500 cash and a \$100 GiveRichmond Giving Card. The card can be used to make a donation to a registered charity of the winner's choice.

"We are excited to engage the creative talents of the community in the rebranding of the new regional Connect and very appreciative of the members of the selection committee for their involvement and support," notes Wendy Austin, Director of Southside Community Partners, which manages ConnectSouthside.

The design submission period begins August 15, 2011 and ends September 30, 2011. Full contest rules, design brief, and list of selection committee members will be posted on www.connectrichmond.org and www.connectsouthside.org on August 15, 2011.

About ConnectRichmond and ConnectSouthside

ConnectRichmond is a program of the Partnership for Nonprofit Excellence (PNE). ConnectSouthside is operated by Southside Community Partners (SCP), a program of the Appomattox Regional Library System. PNE and SCP are regional nonprofit organizations committed to helping increase operational and leadership excellence across the nonprofit sector. For more information, please visit the websites below and follow ConnectRichmond and ConnectSouthside on Facebook and Twitter.

www.connectrichmond.org

www.connectsouthside.org

Facebook:

<http://www.facebook.com/connectrva>

<http://www.facebook.com/SCPpartners>

Twitter:

@ConnectRichmond

@SCPpartners

Please direct questions or media opportunities to Mark Hickman, ConnectRichmond Program Manager, at mhickman@connectrichmond.org or 804-330-7027 ext. 139, or Rebecca Eisenman, Manager of Online Services, at reisenman@scpartners.org or 804-458-6329 ext. 2013.

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