press release

GAMMA ALPHA OMEGA
CONFIDENCE. COURAGE. COMMITMENT. CHARACTER.

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FOR IMMEDIATE RELEASE

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GAMMA ALPHA OMEGA LAUNCHES A NEW WEBSITE AND BRAND.

Gamma Alpha Omega National Headquarters, Tempe, AZ – Gamma Alpha Omega, a not for profit corporation (www.gammaalphaomega.org), announced today that it has officially launched a new website and corporate identity. According to Melinda Vazquez-Williamson, Gamma Alpha Omega National President, the new website and brand refresh are more closely aligned with the organizations strategic vision for growth and expansion over the next few years, and beyond.

"We have been a growing organization for over 20 years by listening to our members and cultivating women of confidence, courage, commitment and character," Melinda commented. "We remain true to core values, but we also recognize the importance of constantly innovating and adapting to new ways and technology. We recognize that many students, colleges, and people have seen or heard of Gamma Alpha Omega over the years, but just weren't aware of who we are or do – and that is going to change!"

The new Gamma Alpha Omega website offers a clean, modern design, easy-to-navigate functionality, and a content-rich site experience.

Additional sections and interactive features are planned for Phase II development, which will include the member's only function to ensure the new website continues to provide a fresh, versatile site experience.

"Our goal in launching this new website is to provide one more access point and online resource for our members and future members to learn more about our organization and what we have to offer." Melinda stated.

The new website will also provide social media integration and direct links to Gamma Alpha Omega's Facebook, Twitter, Pinterest, Instagram and YouTube pages, where updates will appear on a regular basis.

"We are very proud of the new website – and we hope it provides a useful, informative portal for our members!"

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