PROSPECT PARK ALLIANCE LAUNCHES NEW WEBSITE
Website Designed to Better Serve Park Visitors and Increase Access to the Park

BROOKLYN, November 25, 2014 – The Prospect Park Alliance, the nonprofit organization that manages Prospect Park in partnership with the City, has launched a new website for Prospect Park. The website is designed to improve the visitor experience through a responsive design, interactive map, expanded events calendar and dedicated sections for the diverse range of activities that take place in the Park.

“As technology has evolved, so has our commitment to serving the diverse communities that consider Prospect Park their backyard,” said Sue Donoghue, President of the Prospect Park Alliance and Park Administrator. “Our goal with this new website is to strengthen our connections to these communities, and to provide improved access to information that will enhance their use of the Park.”

Key features of the new site include:

- **Interactive Map**: the responsive design enables users to easily access the map on their smartphones, and locate key points of interest, places to eat, restrooms, playgrounds and other important Park features.

- **Visit the Park**: In addition to the Park map, a new Visit the Park section places at Park visitors’ fingertips useful information related to the range of activities that take place in the Park, including related park locations, news and events, community organizations, permit information, and rules and safety for each activity.

- **Events Calendar**: An expanded events calendar features events organized by the Alliance and a range of community partners, filters to sort the calendar by different areas of interest, and is easily shared via email and social media.

- **News Blog**: An expanded news section features updates on recent Park improvements, new amenities and activities, and other information that improves the visitor experience.

- **Get Involved**: A new “Get Involved” section makes it easier to become a volunteer in Prospect Park or a member of the Alliance.

The website was created by the branding and design agency OCD in partnership with interactive design studio Type/Code. The Alliance will be focused on continuing to refine and improve the user experience of the new site, and welcomes feedback from the public at info@prospectpark.org.
Founded in 1987, the Prospect Park Alliance is a nonprofit organization that partners with the City of New York to ensure the ongoing care and long-term stewardship of Prospect Park. The Alliance preserves the natural environment, restores historic design, and provides public programs and amenities for the Park, which receives more than 10 million visits each year. To learn more about ways to get involved, visit prospectpark.org.

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