



E-NEWS BRIEF

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NEW WEB SITE FOR IWOKRAMA!

Last week Iwokrama's new web site was uploaded to the World Wide Web. The web site, **first launched in the early 90s**, employs the **latest technology** and **web design**. Iwokrama reviewed hundreds of other sites and feels that 21st century web surfers will favor this version. Through the web site, Iwokrama seeks to gain new audiences and redefine itself to current stakeholders.

The new web site better **reflects the groundbreaking nature of Iwokrama** and **describes its advances in collaborative management**. Iwokrama is most excited about giving a much **higher profile to its human and business development efforts** – issues that were barely noticeable on the old web site.

The "Visit Iwokrama" button on the home page leads site visitors directly to wildlife highlights and information about activities, accommodations, and even facts and history of Guyana. (Check it out! Click the image.)



Highlights of the site include a **modern design**, a portal page for **quick access to certain sections**, and the information is **intuitively organized**, with **extensive internal and external linked references** throughout the text. There is a **new ecotourism section** and the popular **online mammal guide** linked from the home page.

Plans include **online donations**, and a **virtual library** with research papers and **video and audio content**.



Photos of Iwokrama items such as these caps are advertised on the web site; plans include e-commerce of Iwokrama merchandise and publications. (See more items! Click the image.)

The new web site was **created by Iwokrama staff and volunteers** who welcome feedback from site visitors. Check it out at www.iwokrama.org and let them know what you think by emailing webmaster@iwokrama.org.

This e-news brief is intended as a quick communications tool for IWOKRAMA events and issues. If you have comments or suggestions, please contact Timothy Silcott, public relations and fundraising consultant at tsilcott@iwokrama.org or by calling the centre.