

Press Release

FOR REVIEW

Contact: Lisa Bridge
Innovative Intermedia, LLC
303-526-1184

Golden-based Company, Innovative Intermedia, Helps Develop a Communication Portal to Support the Rebuild Efforts in Louisiana

Golden, CO, January 6, 2006. Lisa Bridge, founder and CEO of Innovative Intermedia, LLC is honored to be invited to consult on a communication portal project for one of the most extensive redevelopment efforts in the nation's history.

Innovative Intermedia involvement will include assisting in developing and implementing an electronic communications strategy that connects displaced residents businesses, community organizations and government agencies to services and information. Bridge is also responsible for the site design, branding and logo development. The website will also be an integral part of the public involvement and planning for the rebuild efforts.

Innovative Intermedia will be working to support the efforts of the Louisiana Recovery Authority, Louisiana Family Recovery Corps, the City of New Orleans, State of New Orleans, Greater New Orleans Knowledge Works, Policy Link and other key stake holders.

This communication portal will be a key resource to residents wanting to return to the area, residents still residing in the region, businesses, government entities, and community groups to get factual, timely information, and participate in the planning and implementation of the rebuild effort.

An initial launch of the site with limited content is scheduled for late January.

This project is similar to another communication portal project that Bridge worked on for the Lower Manhattan area post 9/11 (www.lowermanhattan.info). That site was hugely successful and is still serving the purpose of revitalizing and rebuilding that area.

Innovative Intermedia focuses on consulting and creating web-based solutions that address communication, business and training needs as well as public involvement campaigns. With its broad range of interactive media experience, the Innovative Intermedia designers, developers and writers develop customized solutions to meet each client's needs.

For more information about the firm, its services and approach, contact Innovative Intermedia at 303-526-1184 or visit www.innovativeintermedia.com.