



**PRESS RELEASE — June 23, 2014**

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## **CVB unveils restyled website: VisitTheColonyTX.com**

THE COLONY, Texas — Following months of preparation, The Colony Convention & Visitors Bureau (CVB) has launched a brand new website sure to attract even more visitors to the city.

While retaining all the useful information of the original, award-winning version, the new site features eye-catching, colorful images of The Colony's amenities, a streamlined layout and a responsive design compatible with any device.

Director of Communications & Tourism Diane Baxter said that although she was pleased with the previous site, times and technology change. Visitors not only need to research their trips at home before they go but also on the road.

"Incorporating responsiveness into the new site was a key component of the redesign," she said.

"Whether on a tablet or a phone, visitors on the move will now have access to a sleek, mobile version of our site, providing easy one-click options to THE Lake, THE Golf and THE Fun."



Other enhancements include the elimination of Flash banners for faster loading, quick access to the CVB's social media links, and a built-in Twitter feed. CVB staff members also now have the ability to update the site from any location.

"Another new feature is a section titled, 'Anticipate,' which highlights new developments coming to the city, encouraging our visitors to check back and check in," Baxter said.

CVB and Communications staff members partnered with Dallas-based company Redspot Design to develop the new site. Redspot also worked with the CVB for its original website, which received a first-place award from the Texas Association of Convention and Visitors Bureaus in 2010.

For more information, please contact Baxter at 972-624-3401 or by email at [dbaxter@thecolonytx.gov](mailto:dbaxter@thecolonytx.gov).

[Facebook.com/TheColonyTexas](https://www.facebook.com/TheColonyTexas)

[TheColonyTx.gov](http://TheColonyTx.gov)

[Twitter.com/TheColonyTexas](https://twitter.com/TheColonyTexas)

## **About The Colony CVB**

The Colony Convention and Visitors Bureau is a department of the City of The Colony and is funded by the hotel occupancy tax. The CVB is comprised of two full-time staff members, Diane Baxter, Director of Communications & Tourism, and Mariko Lanicek, Tourism Specialist. We are here to help you plan your trip, find the perfect event venue, discover the best deals and discounts and much more. Visitors and residents are encouraged to stop by 8 a.m. to 5 p.m. Monday through Friday to pick up tourism brochures, maps, coupons and attraction information.

The Colony, with easy access to lake activities, home to the latest TOPGOLF facility and future home of Grandscape, offers exceptional quality of life and is an exciting place for you to visit.

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