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**CONTACT: Kate Wiltzer, Experience Grand Rapids
616.233.3558 / KWiltzer@ExperienceGR.com**

**EXPERIENCE GRAND RAPIDS WEBSITE EARNS A TOP HONOR FOR
OUTSTANDING ACHIEVEMENT IN WEB DEVELOPMENT**

GRAND RAPIDS, Mich. (September 20, 2011) -- The Web Marketing Association recently honored Experience Grand Rapids with its 2011 WebAward for Outstanding Achievement in Web Development. The 15th annual competition recognizes the best websites in 96 industries.

"We are thrilled to receive such a prestigious honor. The WebAward Competition is widely regarded as the premier award recognition program for Web developers and marketers worldwide," said Experience Grand Rapids President Doug Small. "This award validates our efforts to build a site especially for people who want to share their experiences in Grand Rapids with the outside world."

Experience Grand Rapids partnered with Simpleview, a solutions provider serving the tourism industry, to design a new and highly interactive website that incorporates various social networking tools. Experiencegr.com features a "social lounge," a virtual community where people can connect with others through the organization's Facebook, Twitter, YouTube, Flickr and podcasts to share their Grand Rapids experiences, recommendations and tips.

The Experience Grand Rapids website consistently ranked above industry average in each of the award competition's seven criterion: innovation, technology, design, content, interactivity, copywriting and ease of use.

Since 1997, the Web Marketing Association's annual WebAward Competition has been setting the standard of excellence for website development. Independent expert judges from around the globe recognize the best sites with a WebAward, which helps interactive professionals promote themselves, their companies, and their best work to the outside world.

Experience Grand Rapids also recently announced that its website is now home to the "What's Your Art GR?" website, an online resource for arts and cultural events and news. ExperienceGR.com, which has received up to 75,000 monthly visits, features both a "Cool City. Hot Art." and an "Arts" section that includes listings for arts and cultural organizations as well as their location and contact information, website links, social media outlets, and photos.

About Web Marketing Association

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, PR, and top web site design professionals who share an interest in improving the quality of online advertising, internet marketing, and website promotion.

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