



## **FOR IMMEDIATE RELEASE**

### **Asian American Alliance Announces Launch of New Website.**

**Indianapolis, IN. – October 23, 2009** - Asian American Alliance, Inc. unveils its new user-friendly website, [aaalliance.org](http://aaalliance.org), designed to further [Asian American Alliance's mission](#) of inspiring Asian Americans in central Indiana to serve and lead.

The site, designed and powered by [Marketpath, Inc.](#), includes a new look and feel, enhanced usability, and tools for alliance members to more easily interact and participate in member activities. The site was built using [Marketpath CMS, a web content management system](#), that allows non-technical users to keep relevant content up to date and to enhance communications between an organization and its members and partners.

In addition to its new look and clean visual design, the site offers tools for membership sign-up, [event registration](#), event calendaring, news and press releases. Furthermore, the site is now integrated with a web analytics package, allowing Asian American Alliance Board Members to monitor site usage and to make ongoing improvements for its membership. "We are excited to raise awareness of the Asian American Alliance with a new website that offers a fresh and appealing design, while also providing usability and functionality to assist our membership and enhance our brand," said [Sonia Chen](#), Vice President of the Asian American Alliance. "The use of [Marketpath's content management system](#) will also allow our organization to improve communication with central Indiana's Asian American community and to provide up-to-date relevant information about our activities."

The redesign of the website is what Marketpath hopes will be a long partnership with the Asian American Alliance. "We're very excited to have the opportunity to partner with such a great organization that is committed to our community, encourages diversity, and supports the education of our next generation. Marketpath is proud to do our small part in assisting the Asian American Alliance to achieve their goals and to improve their online presence", said [Marketpath CMO, Kevin Kennedy](#).

### **About the Asian American Alliance**

Founded in 1999, Asian American Alliance, Inc.'s mission is "To Inspire Asian Americans to Lead and Serve." Asian American Alliance is the only multi-ethnic, non-partisan, nonprofit 501(c)(3) organization in central Indiana that works to promote cultural awareness and civic participation for all Asian groups. Asian American Alliance fulfills its mission through programs that increase awareness of Asian American and Pacific Islander culture and build leadership skills of Asian American professionals. Specifically, Asian American Alliance delivers [cAtAlyst](#), a unique professional and leadership development program specifically tailored to meet the needs of Asian American working in corporate America. Asian American Alliance also hosts its annual [Race for All Races](#), a family friendly 5K run/walk celebrating central Indiana's growing diversity and raising scholarship funds for deserving Indianapolis Public School students. Finally, Asian American Alliance partners with Garfield Park each year to bring Asia to Indianapolis during Asia Fest. For more information visit <http://www.aaalliance.org/> or call (317) 818-6699.

**About Marketpath, Inc.**

Marketpath provides innovative website design and development services and easy-to-use website products that give non-technical and technical users the ability to update and manage their websites anywhere they have an Internet connection. [Marketpath's On-Demand Web Content Management Solutions](#) and progressive marketing tools make website management fast and simple, while improving website visibility and search rankings, converting visitors into customers, and reducing cost. Marketpath is focused on delivering the most effective and efficient On-Demand web marketing products and services, with an emphasis on innovation, ease of use, and customer service. For more information visit [www.marketpath.com](http://www.marketpath.com) or call 317-579-9704 (ext. 104).

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