

PRESS RELEASE

Of interest to editors and journalists covering:
Advertising/Marketing, DotCom/Internet, NonProfit News, NY Business News

The Young Survival Coalition Chooses Avatar New York for Website Redesign and Content Management

NEW YORK, NY - August 2, 2004 /Send2Press Newswire/ -- Lean On Me! Avatar New York, a fast-emerging Internet Consulting & Interactive company announces that the international non-profit, Young Survival Coalition (YSC), based in New York City, has chosen Avatar New York for their Web Expansion and Design, Content Management and E-commerce Solutions. Building community, decreasing isolation and raising awareness of the issues young women affected by breast cancer face, the YSC plans to expand its already existing award-winning website with vital research and resources specific to young women and breast cancer as well as building an extensive e-commerce solution.

*(Logo: <http://www.send2press.com/photoSP/avatarNY.gif>)

Avatar's Creative will design a community-driven and comprehensive site that will exemplify the YSC's leadership as the voice for young women affected by breast cancer.

Avatar will migrate the current Website to its robust Content Management Solution as part of this initiative. Using its CMS, Avatar will be able to deliver a solution that includes E-commerce, automated newsletters, forums, tracking reports and more. The sophisticated CMS will allow the YSC to manage all areas of the site, giving them the ultimate ability to update and publish new content, add merchandise and also create new sub-sites supporting their world-wide affiliate networks supporting the needs of its more than 10,000 constituents.

"We are delighted to be working with Avatar New York on our web expansion," states Michele Przepyszny, YSC's Executive Director. "YSC's website is the face of the organization and many times the first place a newly diagnosed young woman with breast cancer turns to find a community and to decrease her sense of isolation. Avatar's reputation, their Content Management Solution and strategic approach impressed us. This expansion will allow us to have a greater impact and more effectively place our resources into the hands of those who need them most - young women affected by breast cancer."

About YSC

The Young Survival Coalition is the only international network of breast cancer survivors and supporters dedicated to the critical concerns and issues unique to young women and breast cancer. Through action, advocacy and awareness, the YSC seeks to increase the quantity and quality of life for all young women living with the disease and to educate and influence the medical, research, breast cancer and legislative communities to address breast cancer in women 40 and under. The YSC also serves as a point of contact for young women living with breast cancer.

About Avatar New York

"Transforming Art into Technology" - Avatar New York, a privately held Internet Consultancy company, specializes in Website Design and Interactive Digital Marketing initiatives. With expertise in design, E-commerce, content management solutions and site promotion, Avatar seamlessly partners with advertising agencies, marketing and corporate in-house departments delivering successfully strategic sites and online marketing initiatives. Noteworthy clients include New Balance, Yamaha, Discover Magazine, and Screenvision.

For more information, visit <http://www.avatarnewyork.com>.

Media Contact for Avatar New York:

Charles Lavallée
Director of Sales & Marketing
Avatar New York
+1-212-361-6100
clavallee@avatarnewyork.com

#

[source of news = Avatar New York]

ref: <http://www.send2press.com/2archive/2004/pr04-080202-avatar.txt>
<http://www.send2press.com/2archivePDF/pr04-080202-avatar.pdf>

*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:
clavallee@avatarnewyork.com (media only)

If used for publication, please send specimen copy.

S2P-NP/ OC / NY / New York, N.Y. / USA / English
Copr. (c) 2004 Send2Press Newswire.

This release was issued on behalf of the above organization,
who is solely responsible for accuracy of content,
by Send2Press(TM), a unit of Neotrope(R). <http://www.Send2Press.com>

[www.NYnetwire.com]

keywords

Avatar New York, Interactive Development, i-shop, Content Management,
B2B solutions, B2C, Non-Profit Organization, YSC, Young Survival Coalition