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FOR IMMEDIATE RELEASE

## Redesign of Borough Web site

*The Borough of Madison promotes their new Web site and its benefits for Madison businesses.*

MADISON, NJ – The Borough of Madison is proud to announce that it's new and improved Web site is not only up and running, but is also quickly meeting expectations. The new site, which went public on September 29, 2009, more thoroughly serves the needs of both the local government and businesses.

"The new site focuses on accessibility, open standards, ease of use, and expandability for the future," says Scott Sawyer, creator of the new site.

The site introduces pages for all Borough Government entities (boards, commissions, departments, offices and committees) and one-page profiles for local businesses. Most importantly, the Web site features a common, open platform, which offers a common Events and Announcement system, as well as content management tools that allow Borough employees and local businesses to maintain their online content.



Sawyer, an engineer for a large corporation and part-time graduate student at the University of Pennsylvania, has extensive experience with technology and web development. Sawyer has been involved with Madison's websites for over 10 years, starting as a volunteer while a student in town. Ultimately, with the new Borough Web site, Sawyer hopes to add XML feeds and integrate with other local websites.

"Besides the fresh look and feel, the biggest change is the new business directory," explains Sawyer, "the new Government site enables local business owners to keep their own profiles up-to-date, while also allowing site administrators to easily monitor the content."

Each business page includes a space where business owners can upload some pictures and documents as well as display their business location on a map, hours of business, and contact information. This service is available for free to every business in Madison.

For further information on the new Borough Web site, getting your business on the site, or the Borough of Madison in general, visit <http://gov.rosenet.org>.

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