



News Release

New International Website launched by WSPA

The World Society for the Protection of Animals (WSPA) has unveiled a new look website introducing a number of new elements to the global charity's online presence.

The www.wspa-international.org website highlights the latest work of WSPA and its Member Societies as well as featuring news stories and information on operations and campaigns activities from all areas of its global network.

Through innovative use of video footage and slideshow photography, the website aims to raise new interest in WSPA's work. Other new features include more stories from WSPA's Member Societies around the world and a section on WSPA's work at the United Nations.

Emma Hall, WSPA's Director of Public Relations, said: "As a global charity working in 140 different countries our international website presence is a crucial tool in our communications and campaigns work. We are delighted with the fresh new look of the international site which is one that had already been adopted by our UK, Australian, New Zealand and US offices."

She added: "We are also introducing video and slideshow photography onto the new site and, being uniquely placed to tell our story through pictures, we are looking to make significant use of these tools."

The website has been designed using HTML, ASP and Java Script language and is developed on a SQL database server. The international WSPA site is run by a content management system (CMS). Backend administration tools have been included, for the CMS news and take action areas and a multimedia management tool for videos. Other online media tools which will be used include audio files, online photo galleries, screensavers and e-cards.

WSPA would like to thank and acknowledge the generous contributions made by Helene Holtsbaum for the website development, Seapics.com for the use of the Turtle image on the website and WSPA HQ IT and web departments for the technical support provided during the development of the website.

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Note to editors: WSPA is the world's largest federation of humane societies and animal protection organisations, representing over 660 member societies in more than 140 countries. Through direct field work, campaigning, legislative work, education and training programmes, WSPA strives to create a world where animal welfare matters and animal cruelty ends.

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