

MEDIA CONTACTS

Sarah Wertheimer ▪ 941-404-5710 ▪ sarah@embracingourdifferences.org

Su Byron ▪ subyron@verizon.net

Embracing Our Differences Launches New Website

The new site's user-friendly design will expand the conversation on diversity with dynamic exhibit galleries, easy artist and writer applications, and ready access to resources for students and teachers.

(Sarasota, FL) Embracing Our Differences, a local non-profit best known for its annual outdoor art exhibit and educational initiatives celebrating diversity, has launched a new website. Designed by Sarasota-based Web Emissary, the new site offers a “fresh new look and a wealth of interactive tools for visitors, applicants, students and educators,” says Sarah Wertheimer, associate executive director of Embracing Our Differences.

The site's address is www.embracingourdifferences.org.

“The new site better reflects our organization and our mission,” says Wertheimer, adding that the redesign was achieved over a yearlong process. “We wanted a clean, user-friendly platform that easily provides online visitors all of the information they need to learn about our organization. We also wanted to streamline the application process for artists and writers and offer up-to-date educational resources for educators. The new site is easy to navigate and offers dynamic tools that allow visitors to easily access and learn everything there is to know about Embracing Our Differences.”

Wertheimer says the new site features galleries of artwork and quotes from past and present exhibits, art and quote submission portals, and registration forms for teachers to sign up for the “Make-a-Day-of-It!” program, providing free bus transportation for area students and teachers to the outdoor exhibit and to other cultural venues. The site also offers opportunities for teachers to participate in annual retreats and workshops that provide curricula relating to art appreciation, character building and diversity education.

“Now, with practically one click, applicants can submit art and quotes for our annual exhibit and area teachers can access a wealth of materials available to them,” says Wertheimer.

Michael Shelton, executive director of Embracing Our Differences, says the transformed site reflects the transformation of the organization itself.

“Embracing Our Differences has seen phenomenal growth over the last three years,” he says. “Attendance has spiked, the global submissions of art and quotes has grown exponentially, and students and teachers are participating in our educational outreaches.” He adds that the new site's "user-friendly design will expand the conversation on diversity. We're really reaching out to a world-wide audience.”

Shelton credits Web Emissary with creating a dynamic and highly functional website. “They’ve done a great job of helping us meet our objectives,” he says. “Ultimately, the site is another tool to empower our exciting growth. It will help us fulfill the promise of one of our community’s greatest assets: diversity.”

Embracing Our Differences returns to Sarasota’s Island Park, March 30-May 31, 2016. Submissions of art and inspirational quotes are being accepted through January 4, 2016. Applicants can learn more and submit their work online at www.embracingourdifferences.org. *For more information about Embracing Our Differences, call 941-404-5710, or visit www.embracingourdifferences.org.*

About Embracing Our Differences

Embracing Our Differences is a project of Coexistence, Inc., a local non-profit that began in 2004. The project showcases a community-based outdoor exhibit promoting positive, inspirational artistic and verbal expressions of inclusion, acceptance and respect. The mission of Embracing Our Differences is to use the transformational power of the arts to educate and inspire to create a better world. Information: www.embracingourdifferences.org; 941-404-5710.