

CONTACT: Melissa Theisen, Executive Director
Mount Horeb Area Chamber of Commerce
mtheisen@trollway.com
Amy Mertz, MHACC Board of Directors Member
amy@brickroad-pr.com

FOR IMMEDIATE RELEASE

MOUNT HOREB, Wis. (Friday, Feb. 7, 2014) -- The Mount Horeb Area Chamber of Commerce launched its completely re-designed website, Trollway.com, at the beginning of February in an effort to better serve tourists, member businesses and local residents.

The new website's contemporary, user-friendly format will make it a primary information hub for the entire community. The site provides tourists with the traditional maps, directions and ideas for fun-filled activities perfect for families and romantic getaways, but it additionally offers visitors and Chamber members an extensive community events calendar, a one-stop location to quickly learn about the Mount Horeb area and its business community, and the opportunity to directly link to member websites and other sites of local interest. To stay on top of rapidly evolving business communication options, social networks like Facebook, Twitter and YouTube have also been incorporated.

The website redesign was a major Chamber initiative for 2013, and it was officially launched by the Chamber Marketing Committee following the Chamber's Annual Celebration. They noted the importance of a cutting-edge website and the tremendous economic potential that could accompany that. "A great website makes a strong first impression on a potential visitor searching for a day trip or weekend vacation destination," said Chamber board and Marketing Committee member Amy Mertz. "The Marketing Committee agreed Mount Horeb deserved a site with great photos and videos that would sell visitors on coming to town. The site's easy navigation makes it an excellent resource for businesses and residents as well."

MHACC Executive Director Melissa Theisen said she is excited about the many opportunities the new website will bring. "In today's competitive environment, a strong Internet presence is critical to serving our membership, community and visitors," she said. "Tourism is a big part of our economy in Mount Horeb. The newly designed website demonstrates the Chamber's commitment to the future, its goal of increasing visitor numbers and its desire to showcase the best of what the area has to offer."

The site redesign was overseen by Powderkeg Interactive, whose parent company is Econoprint in Verona, Wis. Vice President Kevin Lucius said the entire Powderkeg web team is proud to have had the opportunity to work with Theisen and her team at the Mount Horeb Chamber in the collaborative effort of designing, developing and launching the new chamber website.

"The new chamber site is playful yet professional, with the subtle elements that bring out the character of Mount Horeb. A primary focus of the the website was to make it easy to navigate and find the resources a visitor is looking for, be it event details or tickets, more information on a chamber member business, or to just learn more about why Mount Horeb is a great destination to visit."

The project was of special importance to the Powderkeg team, Lucius said, because four of its staff have direct ties to Mount Horeb. "They take pride in the community and the site that has been built," he said.

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MOUNT HOREB AREA CHAMBER OF COMMERCE
300 E. Main Street, Mount Horeb, WI 53572
1-88TROLLWAY | 608-437-5914 | 608-437-1427 FAX
trollway.com | info@trollway.com | [facebook.com/mounthorebchamber](https://www.facebook.com/mounthorebchamber)

