



**Honeycomb Creative**

print + web communications

## Media Release

### **Honeycomb Creative Develops Website for New Charity Hooked On Miracles**

Maple Ridge, BC, June 14, 2011...Honeycomb Creative Solutions today announced the launch of [www.hookedonmiracles.ca](http://www.hookedonmiracles.ca), a new website developed for Hooked On Miracles, a newly formed charity organization benefitting BC Children's Hospital Foundation.

To promote its inaugural fundraising event, the first annual Hooked On Miracles Fishing Tournament, the charity contracted Honeycomb Creative to develop a website to promote the event online and to provide website visitors, including event participants, the media, and the general public, with more information about the charity and the upcoming tournament.

As with any charity organization, Hooked on Miracles was busy planning its fundraising activities and did not have the time or the resources to manage the website development project, so it let Honeycomb Creative manage the complete project,

"The Hooked On Miracles Fishing Tournament was only weeks away and the charity really needed a website up and running ASAP, so it was happy that we could provide them with all the services in-kind—from programming and marketing to design and copywriting—that it needed for the website. By working with us, Hooked on Miracles did not have to deal with multiple suppliers. Instead, the charity could make one call and have us take care of everything regarding its website," explained Allen Haslinger Honeycomb Creative's Marketing Project Manager.

In addition to programming and design work, Honeycomb Creative developed website content, sourced images and obtained permission from event sponsors for logo usage. Honeycomb Creative also developed a Winner's Circle area for publishing photos of derby winners and an event photo gallery for publishing event photos. The Winner's Circle and event photo gallery are features that Hooked On Miracles will appreciate after the event is over.

"We developed these galleries knowing full well that they won't be used until the derby is over. We we're thinking of the charity's long-term needs when building the website, not only their short-term objectives. After the event, there will be many photos capturing the participants on their 3-day fishing excursion. These photos may help persuade more to register as a participant in the following year's derby," explained Haslinger.

To help Hooked On Miracles manage the website content and easily update event information to the website as it becomes available, Honeycomb Creative gave Hooked On Miracles administrators access to an easy-to-use back-end content management system.

Through the back-end system, Hooked on Miracles administration can publish event winners, fundraising amounts, upload event photos or publish information regarding the 2012 event.

The charity will be holding its first annual Hooked on Miracles Fishing Tournament from June 17-20 at Middle Beach Lodge in Tofino, BC. The charity hopes to raise \$250,000 for the BC Hospital Foundation through derby registration fees and donations from its many mining industry sponsors.

"Hooked on Miracles is more than just three days of fishing. It's three days that let us contribute to an event that can truly make a difference in a child's health and quality of life," said Dave Sharples, Hooked on Miracles' Co-Chair.

Visit <http://www.hookedonmiracles.ca> for information about the charity and its inaugural fishing tournament.

Visit <http://www.honeycombcreative.com> for more information about Honeycomb Creative and to view its portfolio of work.

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## **About Honeycomb Creative**

Creating Results through Creative Solutions and Services

Honeycomb Creative is a print and web communications firm that combines the disciplines of design, web development and marketing to create successful integrated marketing and communications projects. From strategy development to project execution, Honeycomb Creative helps clients derive the maximum value from any promotional initiative.

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