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# PRESS RELEASE

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## ALPHA CHI OMEGA LAUNCHES NEW WEB SITE

INDIANAPOLIS, Ind. — Alpha Chi Omega Fraternity has launched its rebranded web site, [alphachiomega.org](http://alphachiomega.org). Following months of research, design and web page building, the site is available to all members, potential new members, parents, campus affiliates, and others who have an interest in the news and future of Alpha Chi Omega. The web site development was a collaborative effort between several organizations. The Group Interactive Network System, Inc. (GIN System) managed the project and built the site, Trajectory designed the site, Hetrick Communications wrote the text and CSI handled integration with the iMis database.

Ethan Fieldman, President of GIN System stated, “We always enjoy the challenges of new projects and are excited about the features of this site, particularly the numerous interactive tools and the way that social media is tied into the site. We worked with the Fraternity’s branding partner and database provider to manage the project and construct the site—and we enjoyed pulling the various pieces together. This is a top-notch site that I’m sure others will want to emulate.”

Among its many features, the web site emphasizes the individual Alpha Chi Omega by implementing a customizable web site within a web site, *My Alpha Chi*. Users can tailor RSS feeds and content to better suit their individual needs and interests, staying within the Alpha Chi Omega realm. The site is ideal for browser homepages and social networking.

Other features of *My Alpha Chi* include:

- *Starting Conversations* – Alpha Chi Omega’s Blog
- *Real Strong Woman of the Month* – Stories of Alpha Chi Omegas who are making a difference.
- *AXΩ Message Boards* – Discuss issues whether Alpha Chi Omega or not.
- *The Lyre Online* - Top stories from *The Lyre* magazine.
- *Connect with Alpha Chi* – Twitter, Facebook, Delicious, Flickr, LinkedIn and YouTube.

“Our collaboration with Alpha Chi Omega has been genuinely rewarding,” stated Randi Brody, Partner and Executive Vice President Marketing for Trajectory. “As true leaders, this team is committed to redefining how a women’s organization will thrive today and in the future. Following our re-branding of the organization to bring the *Real. Strong. Women.* brand promise to life, we set out on our journey to change the paradigm of the online experience for this forward thinking sorority to strengthen interactions and connections of its members. The design, content and functionality of the new web site offers both an information portal and community hub, further delivering on its promise to truly change the conversation for Alpha Chi Omega women around the world. We are proud that we have worked together with Alpha Chi Omega leadership as they continue to shape what it means to be a sorority in today’s world.”

Alpha Chi Omega is a values-driven women’s fraternity founded in 1885. It has 133 chapters across the United States. The Fraternity is far more than a social organization, more than a place to live, or a way to meet people. Its mission is to enrich the lives of members through lifetime opportunities for friendship, leadership, learning and service.

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