

For Immediate Release
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Project Hope Launches New Website

Roxbury, MA – Project Hope, a multi-service agency at the forefront of efforts in Boston to move families beyond homelessness and poverty, announced today the launch of its newly redesigned website –

www.prohope.org.

With the continuing growth of Project Hope, the need to spread the word throughout the community and reach out for support dictated a redesign of their website. They contacted Ripcord Design, a top Boston-area web design firm. Designers from Ripcord negotiated an affordable agreement for Project Hope on the website redesign, and agreed to provide ongoing support for their online presence at a greatly reduced rate.

“Ripcord Design worked with us to ensure the site reflected our vision and fell within our shoestring budget. They gave Project Hope a five star web presence that will take us into the future for many years to come.” says Elizabeth Zarrella, director of development and external affairs.

Project Hope was founded in 1981 by the Little Sisters of the Assumption, who had first moved to the Dudley Neighborhood of North Dorchester/Roxbury more than 50 years ago. For more than 25 years Project Hope has been working tirelessly to help provide low-income women with children access to education, jobs, housing, and emergency services; fosters their personal transformation; and works for broader systems change.

Today, under the direction of Sr. Margaret Leonard, Project Hope is a leader not only in efforts to end family homelessness, but to prevent it in the first place with a mission of partnering with families to move up and out of poverty. “Our mission is to ensure that families receive the kind of assistance they need to create a happy and healthy home life, and ultimately, to become economically self-sufficient.” says Leonard.

In addition to launching their new website, Project Hope recently opened their new Community Building and Headquarters on 550 Dudley Street in Roxbury. The Family Residence, Children's Center and the Food Pantry remain at 45 Magnolia Street.

www.prohope.org was designed by Ripcord Design, a Boston web design firm specializing in professional web design, web hosting, logo & identity design, and comprehensive web site marketing & support.

www.ripcorddesign.com

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