

What's Up Interactive Launches New Site for Atlanta's Society of St. Vincent DePaul

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Atlanta-based What's Up Interactive has launched a new site for local non-profit Society of St. Vincent DePaul's (SVdP) Atlanta chapter. The Web site makeover was designed to refresh and modernize the brand's online image while illustrating the mission and work of the Society.

"The beauty of the new site is that it so clearly illustrates the wonderful mission and value of the St. Vincent DePaul Society," says What's Up CEO Richard Warner. "We're proud to serve in a small way of helping advance their cause, which is so important and helps so many people who need it most."

The new site (www.svdpatl.org) features a rotating carousel and latest news tab on the homepage to highlight initiatives, events and news from SVdP. An updated Giving Mall makes it easy for users to support the Society through food, clothing and even vehicle donations, and integration of their social media channels makes it easy to find and connect with the brand online.

"We are very excited about the enhanced capabilities, new clean and modern design, and social networking interface. But most of all, we're excited that the new site will allow us to reach more people and better inform the community about what we do," said Executive Director John Berry. "That ultimately will enable us to both increase our ability to generate support that will permit us to serve more people in need in North and Middle Georgia."

The Atlanta non-profit began working with What's Up in early 2009, and plans to use the site as a portal for upcoming online initiatives and further increased awareness of their mission.

About What's Up Interactive

What's Up Interactive is a relationship-driven interactive marketing agency dedicated to growing our customers' businesses. What's Up delivers creative Web site design, development and technology; multimedia solutions including video and podcast production and innovative search and social media marketing. Our clients include The Coca-Cola Co., Georgia Lottery, Georgia Aquarium, and Fox Television Stations, among many others. To learn more, please visit www.whatsup.com, and follow us on twitter here: www.twitter.com/whatsupdotcom.

About SVdP Atlanta

The Society of St. Vincent de Paul is an Atlanta non profit that provides financial, material, educational, and spiritual support

to those in need regardless of background or faith and collaborates with other organizations to empower people to achieve self-sufficiency. They accept Atlanta car donations, financial support, food or furniture donations in Atlanta and more. Part of an international organization, SVdP has operated in North Georgia since 1903.

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