



FOR IMMEDIATE RELEASE

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Launch Interactive Redesigns Wyndham Orlando Resort Website

(Virginia Beach, VA)--- Launch Interactive, a full-service interactive agency, recently launched the new website for the Wyndham Orlando Resort in Orlando, Fla. The site (www.orlandowyndhamresort.com) launched on April 25, 2011.

“We created the design of the new Wyndham Orlando Resort website to be more inviting and enriched with Florida resort flavor,” said Elizabeth Lester, president of Launch Interactive. “We wanted to create the relaxing feel and ambience of a tropical oasis in the heart of Orlando.”

In addition to the website, Launch Interactive created a social marketing outreach program for the Wyndham Orlando Resort with a custom blog and links to their social networking sites to build loyalty with guests and travelers.

“We’re excited about our new website and implementing our social marketing outreach program,” said Verdell Ekberg of Wyndham Resort Orlando. “The look and feel of the site represents our brand and will help guests see all we have to offer. We look forward to interacting with them through our social media platform.”

For more information on Launch Interactive, visit launchint.com.

About Launch Interactive

Launch Interactive, a division of Meridian Group, is an Internet marketing firm that specializes in building branded user experiences on the Web for businesses. Launch builds engaging, results oriented Web sites, landing pages, email-marketing programs, online advertising campaigns, search engine-marketing strategies and social marketing programs that help its clients meet their business goals. For more information, visit launchint.com.

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