



**SOUTH FLORIDA WATER MANAGEMENT DISTRICT**

3301 Gun Club Road, West Palm Beach, FL 33406

## **MEDIA ADVISORY**

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South Florida Water Management District

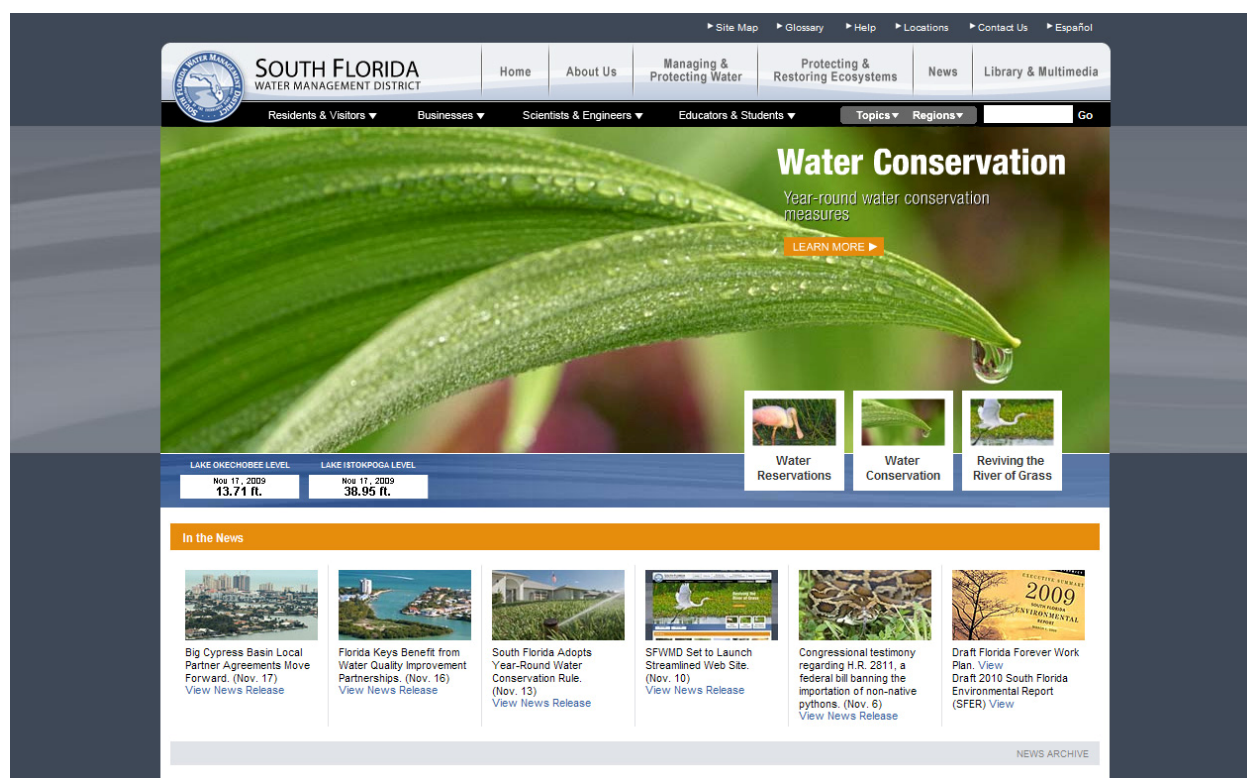
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### **Streamlined SFWMD Web Site Launches Today**

*[www.sfwmd.gov](http://www.sfwmd.gov) features advanced technology to keep the public informed*



*[\(Click on the picture above to see an online demonstration of the redesigned site.\)](#)*

**West Palm Beach, FL** — The redesigned and re-engineered South Florida Water Management District (SFWMD) Web site went live today, featuring easier navigation, exciting multimedia, powerful search tools and a host of high-tech improvements to make the site compelling and more useful for the public.

The new [www.sfwmd.gov](http://www.sfwmd.gov) was developed in-house to be the authoritative source of information about the District and the agency's primary line of communication with 7.5

million residents across 16 counties. The initial launch features approximately 60 pages highlighting the most timely and relevant water resource information. Additional pages for the site – which drew 512,263 unique visitors in Fiscal Year 2009 alone – will be transitioned into the new Web redesign through mid-2010.

Improvements include:

- Delivering clear and timely information and data using the latest technology.
- Improving navigation options so that visitors can browse within the site using an approach that is intuitive for the audience. Examples include browsing by topic, region or water management responsibilities or by audience type, such as residents, businesses, engineers, scientists, educators and students.
- Providing multimedia elements, improved search capabilities and an in-depth online library of District publications, presentations, videos and more.
- Enhanced design.

For more information, please see the attached [Q & A](#).

# # #

**About the South Florida Water Management District – [Celebrating 60 Years \(1949-2009\)](#)**

*The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.*