

NEWS RELEASE

THE SALVATION ARMY INDIANA DIVISION  
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FOR IMMEDIATE RELEASE

SALVATION ARMY INDIANA DIVISION PARTNERS WITH NARROW GATE MEDIA TO  
ENHANCE LOOK, FEEL, FEATURES OF WEB SITE

INDIANAPOLIS - The Salvation Army Indiana Division recently partnered with an Indianapolis-based company specializing in creative media solutions to create a new look and feel to the organization's web site.

Narrow Gate Media developed new graphic elements for the Salvation Army Indiana Division's web site, including a movie-style introduction, an interactive menu system allowing for swift navigation throughout the site and an interactive county-by-county map visitors can utilize to learn more about local Salvation Army corps, programs and services throughout the Hoosier state.

"The Salvation Army Indiana Division prides itself in keeping lines of communication open and strong with its donors and supporters throughout the Hoosier state," said Major Robert Scott, development director for the Salvation Army Indiana Division. "Our web site is a vital component of such communication. It is an important tool we use to show our donors and supporters how we strive each day to be good stewards of their support. Our partnership with Narrow Gate Media and its contribution of concepts, hard work and professionalism has accentuated our online prominence and we look forward to working with the company for years to come."

Narrow Gate Media's work went live in a time when an average of 4,200 users visited the Salvation Army Indiana Division's web site to learn the latest news and information and to donate to the Salvation Army's terrorist response operations in Manhattan, Washington, D.C. and Pennsylvania following the Sept. 11 attacks on the U.S.

Since January, an average of 750 users have utilized the Salvation Army Indiana Division's web site to donate, sign up to become a volunteer and read the latest news and information regarding the Army's work throughout Indianapolis and the state of Indiana.

Founded in 2000 by Tim & Tom Vaught, Narrow Gate Media specializes in interactive media. Through delivery of marketing, sales and training tools on the web and CD-ROM, Narrow Gate Media provides corporate clients with the tools they need to get their message across clearly, accurately and with great impact.

NGM concepts using "edutainment," a process where education and entertainment are combined in an interactive experience resulting in higher retention levels of the information presented to clients' users. This in turn generates more business and support to Narrow Gate Media's clients.

"It was a pleasure working with the Salvation Army. We're glad we could contribute something of value to a worthy cause and we look forward to a long relationship," said Narrow Gate Media's Tom Vaught. "The main goals of the project were to enhance the look and feel of the Salvation Army Indiana Division's site and to create useful tools for donors, supporters and media representatives to utilize."

Narrow Gate Media's experience lies in high-end graphic design and programming of marketing, sales and training applications delivered on the web or CD-ROM format. In the future, Narrow Gate Media plans to expand its new media application business and open additional offices throughout the Midwest.

For more about The Salvation Army Indiana Division, visit the Salvation Army online at [salarmy-indiana.org](http://salarmy-indiana.org).

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