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## **Interactive Springboard Wins Award for Re-design and Launch of Blount Education Initiative Website**

**Maryville, Tenn.** — Interactive Springboard won an award from the Public Relations Society of America (PRSA) Volunteer Chapter for Re-design and Launch of the Blount Education Initiative Website: [www.blounteducation.org](http://www.blounteducation.org). The PRSA awards ceremony was held in April at the Clayton Center for the Arts.

The website award was shared with Blue Media Boutique, which together with Mary Beth West Consulting, launched Interactive Springboard in early 2010 to formalize the firms' collaboration in online and social media strategy research, reputation management and measurement.

Mary Beth West Consulting was selected by Blount Education Initiative to manage the communications strategy and support the execution of BEI's outreach mission. As part of the campaign, a new external website ([www.blounteducation.org](http://www.blounteducation.org)) was developed via Interactive Springboard.

### **About Blue Media Boutique**

Based in Knoxville, Tenn., Blue Media Boutique provides creative, technology and marketing services, including design, development, animation, video, illustration, branding, print, e-commerce, database, CMS, search optimization, copywriting, promotions, events and campaigns. [www.bluemediaboutique.com](http://www.bluemediaboutique.com)

### **About Mary Beth West Consulting, LLC**

Based in Maryville, Tenn., Mary Beth West Consulting advances clients' communications, relationships and reputations to meet business and organizational objectives. The firm's services include research strategy, integrated marketing communications campaigns; media, community and employee relations programs; interactive media strategy and program management; crisis preparedness; and special events. [www.marybethwest.com](http://www.marybethwest.com)