



## OAR Celebrates 15 Years with New Website Launch

### *New researchautism.org Features Modern Design and Enhanced Navigation*

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Contact: Kimberly Ha, Research and Programs Director  
(703) 243-9762, [programs@researchautism.org](mailto:programs@researchautism.org)

ARLINGTON, VA – The Organization for Autism Research (OAR) today announced the launch of a completely redesigned website, [www.researchautism.org](http://www.researchautism.org), in celebration of its 15<sup>th</sup> birthday. The new site includes a more modern design, streamlined access to OAR’s key resources, and a searchable events calendar for *RUN FOR AUTISM* and local charity events.

Web designs that are visually-enhanced and fully compatible with desktops and mobile devices have become the industry standard in providing positive user experiences. OAR’s new website, which was developed in partnership with Ironistic, a full-service digital company located in Alexandria, Va., replaces its 10-year-old predecessor and now allows users to interface with OAR more intuitively.

The homepage features a section that redirects specific consumers (family members, self-advocates, researchers, and educators) to resources and autism information relevant to their immediate needs. The site also has multiple access points to reach frequently used content.

“It is remarkable to see how well this new website puts 15 years of OAR’s work on such clear display,” said Michael Maloney, Executive Director of OAR. “As we celebrate 15 years today and launch this resource, my OAR team and I offer it as our birthday gift to the community we so proudly serve.”

In addition to access to the full array of OAR resources, the key features of the new website are:

- Specialized content tailored by user type
- Sections to engage self-advocates and students in the general population
- Social media and newsletter integration
- Searchable research portal of OAR-funded studies
- Improved navigation for easy access to relevant information
- Searchable events calendar for *RUN FOR AUTISM* and other events
- Accessibility option to enhance site readability

Back in November, a select number of people were invited to test the website and share their feedback. “[OAR is] an organization that provides information about autism, as well as support, research money and scholarships. It also provides a way for people to get involved in helping people with autism,” said Heather Hildebrant. “As an autism parent, I appreciated the autism supports page and what it is now. As a *RUN FOR AUTISM* participant, it was easy for me to find upcoming events.”



The site's refreshed design includes high quality graphics, minimal content, and improved search engine optimization (SEO). To access the completely redesigned website, or for more information about the Organization for Autism Research, feel free to visit the official website at [www.researchautism.org](http://www.researchautism.org).

**About OAR:** The Organization for Autism Research (OAR) is a national non-profit organization formed and led by relatives of children and adults with autism. Since 2001, OAR is dedicated to promoting research that can be applied to help families, educators, caregivers, and individuals with autism find much-needed answers to their immediate and urgent questions. Learn more at their Web site: [www.researchautism.org](http://www.researchautism.org).

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