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**FOR MORE INFORMATION:**  
Heather Milt (206) 200-8207  
hmilt@launchcmus.com

## **KITE TO DELIVER BRAND SUPPORT TO ETTA PROJECTS**

### Visual Brand and New Website Key to Helping Local Nonprofit Organization to Better Engage With New and Existing Donors

SEATTLE – January 14, 2009 – Kite Inc., a full-service brand strategy and design firm, today announced that it will provide brand and web design and development for Etta Projects. The well-established, grass roots nonprofit organization based in Port Orchard, Wash. recently turned to Kite after being introduced to the firm at a meeting supporting women and microfinance.

“Kite impressed me with the concept of branding, which was very new to me,” said Penny Nixon-West, executive director of Etta Projects. “Etta Projects was in the beginning stages of changing its mission and ready to move to the next level of development, and Kite’s services are just what we need to move in a strategic way to where we want to be.”

For more than five years, Etta Projects has been working with Bolivian families to help them rise above poverty. With operations in and around the city of Montero, Bolivia, the organization utilizes its resources to provide the basic nutritional and healthcare needs to the poorest children and teach their mothers skills so they can sustain better living conditions for their families. Etta Projects is dedicated to the memory of Etta Turner whose life was cut short at age sixteen on a Rotary exchange trip to Bolivia.

“Etta Projects is a prime example of turning a personal tragedy into a mission for making a difference,” said Mary Weisnewski, principal at Kite. “We view this project as a huge opportunity to help a local organization that is focused on issues we care about, bettering the lives of women and children.”

During this project, Kite will be working closely with Penny and other members of the organization to put in place a visual brand foundation that reinforces and communicates the new mission. Once this is accomplished, the firm will then leverage the brand into a new website.

Kite will be working with Seattle Web Group who has agreed to donate and build a content management system for Etta Projects. This will enable the organization's team in Bolivia to easily and more rapidly update the status of current projects on the site without having to go through a web developer. Once the new site goes live, donors will not only be able to see where their money is going and in what specific ways, but will also be able to track the growth and success of each project.

“The new website will enable us to draw new donors, better engage our existing donors and peek the interest of collaborative organizations by more accurately conveying the strength and credibility of what we do,” said Nixon-West. “With every dollar donated going directly to the cause, this small project will help us in a really big way.”

Based in Port Orchard, Wash., Etta Projects empowers Bolivian families to transcend poverty through education, economic opportunities and a supportive community for impoverished women while meeting the basic nutritional, learning and health needs for their children. Founded in June of 2003, Etta Projects funds the daily operations of two sites, servicing approximately one hundred twenty families, with meals going to over two hundred children, ages 5 to 12. More information about the nonprofit organization can be found online at [www.ettaprojects.org](http://www.ettaprojects.org).

Seattle Web Group specializes in developing online applications, customized to meet their clients' functionality, budget and timeline requirements. The company primarily develops applications using HTML/CSS, ASP.Net (C#) and SQL Server, but also has experience with different application frameworks and database systems. More information about the company and its services can be found online at [www.seattlewebgroup.com](http://www.seattlewebgroup.com).

Kite Inc. is a Seattle-based full-service brand strategy and design firm that serves an array of companies and organizations large and small, across diverse industries including professional services, healthcare, financial services, technology, consumer, business-to-business, nonprofit and real estate. Kite's services include brand strategy development, and graphic and interactive design. More information about the firm can be found online at [www.kitebrandstudio.com](http://www.kitebrandstudio.com).