



Contact: Brian Doudna, Executive Director
608-215-2562; or bdoudna@weda.org

December 8, 2017

Wisconsin Economic Development Association launches new website

Madison, WI – The Wisconsin Economic Development Association (WEDA) has unveiled a new, redesigned version of its website at www.weda.org. The new site will provide WEDA members and visitors with a cleaner, more attractive design with improved functionality and enhanced content. The website launch follows the recent rebranding of WEDA, which included a new corporate logo and expanded member services.

“Our redesigned website and new logo reflects WEDA’s evolution as the voice of economic development in Wisconsin, as well as our commitment to serving the economic development profession and promoting growth policies to support the needs of Wisconsin communities and businesses,” said WEDA President Ed White. “The new site delivers on WEDA’s promise to offer greater access to essential information and tools that make it possible for economic development professionals to be successful in advancing the state’s economy.”

The redesigned website provides WEDA with a fresh online look and visitors with a more pleasant and efficient experience. Visitors will find familiar resources throughout the site, including legislative advocacy information, educational opportunities, a calendar of events, and the latest economic development news. Several new WEDA programs are also featured on the site, such as the Economic Development Academy, the CRA Network of Wisconsin, and the WEDA Consultant Directory.

“We are excited about the new professional look and feel of the Association,” said White. “It will strengthen how we represent our members and promote the economic development industry to business, government officials, and the public.”

Visit www.weda.org to begin exploring WEDA’s new website.

####

About WEDA

The Wisconsin Economic Development Association (WEDA) is a statewide non-profit organization dedicated to expanding the economy of the State of Wisconsin. Founded in 1975, WEDA’s economic development professionals and active volunteers are dedicated to making Wisconsin a better place to live and work through economic development that focuses on retaining and expanding existing businesses; facilitating investment and entrepreneurship; and attracting new companies, employment opportunities and innovation capital.