



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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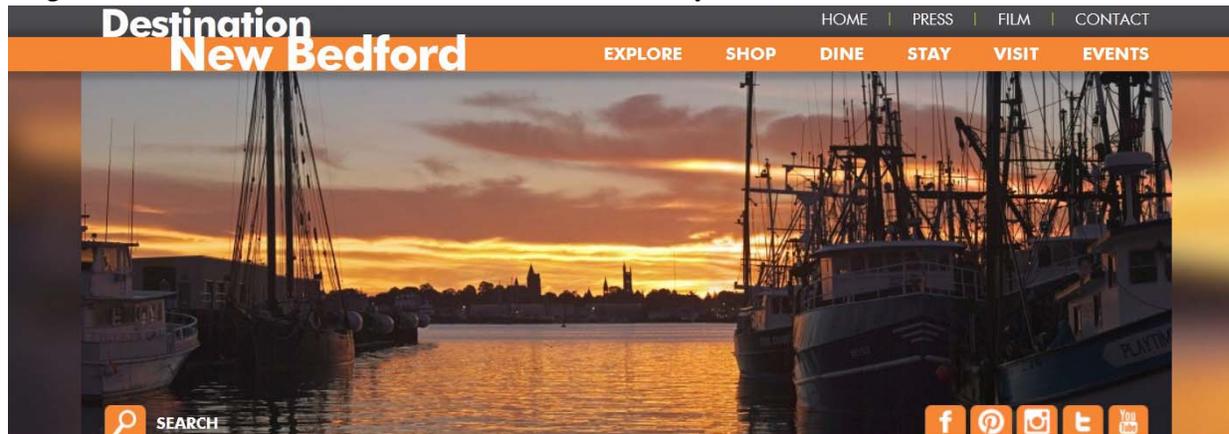
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P R E S S R E L E A S E

City’s Redesigned Tourism Website Invites Visitors to Explore, Shop, Dine, and Stay in DestinationNewBedford.org!

New Bedford, Massachusetts-The New Bedford Office of Tourism and Marketing announced today the launch of its newly redesigned website www.DestinationNewBedford.org. The fresh, easy to navigate site features scenic images of the city and provides information and suggestions to help travelers plan their New Bedford visits.

The website’s launch comes just as New Bedford is gearing up to host a summer season full of special events including the homecoming of the historic Charles W. Morgan whaleship, a waterfront concert series, and the 100th anniversary of the largest ethnic festival in New England, the Feast of the Blessed Sacrament and many more events.



WELCOME TO OUR BELOVED CITY & your latest amazing destination

Explore. Shop. Dine. Stay in our vibrant and culturally rich (not to mention **award-winning!**) city. Come see our working waterfront, **America’s #1 fishing port**. And, while you’re here, we hope you experience everything that makes us proud to call this incredible City **“home.”**

New Bedford has a variety of ‘must see’ destinations for all travelers of different interests –whether they are history buffs, outdoor adventurers or are just looking for unique art and delicious food.

“A well-designed web presence is important to our efforts to attract new visitors to our city and enhances our ability to communicate all of the wonderful opportunities to shop, dine, and explore New Bedford,” said Dagny Ashley, Director of Tourism and Marketing.

“Design Principles has put the finishing touches (just weeks apart) on three New Bedford-centric projects,” says Karen Alves, partner of the local marketing company. “We’ve been thrilled to take the creative and technical lead on the Whaling Museum’s recently opened Harboring Hope Exhibit, the City of New Bedford’s newly revamped 1500 plus page website, and now DestinationNewBedford.org.”

With roots here in New Bedford, Alves and her business partner, Mike Cronin, are committed to giving back to the community they live in, and love. They have donated an additional one thousand hours in total to these three projects in order to bring them to completion. “We wanted to help elevate the City’s online presence, visually and technologically, to reflect how amazing New Bedford truly is,” Cronin states. “Now, every morsel of pertinent information is readily available, and it looks as great as New Bedford is!”

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