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## **The Johnson Foundation Launches New Website**

*RACINE, Wis.* (Nov. 15, 2011) – Today, The Johnson Foundation launched a new website to further enhance its ability to connect directly with diverse audiences and advance specific initiatives. The new online home features informative multimedia content that is a more accessible, intuitive, one-stop-shop for visitors and stakeholders.

“The new website is designed to be a cornerstone communication tool that will strengthen The Johnson Foundation’s leadership on significant issues and challenges within our community and nation,” said Roger Dower, President of The Johnson Foundation at Wingspread. “Our vision was to create an easy-to-navigate website that underscores The Johnson Foundation’s unique model of creating solutions by convening the best and brightest minds. The new site will improve our ability to connect more directly with those key audiences and stakeholders to develop thought leadership and drive real change.”

The newly designed website offers visitors an entertaining and educational experience by taking advantage of the latest technologies and state-of-the-art designs and advancements. The site utilizes interactive formats such as videos, multimedia content, blogs and social media, including Facebook, Twitter, YouTube and Vimeo, to better communicate The Johnson Foundation’s work on specific environment and community initiatives.

The launch of the new website marks a significant new phase for The Johnson Foundation and supports its position as a catalyst for change. The new design allows for a broader audience to be exposed to the dedicated work of The Johnson Foundation and will showcase the Foundation’s ability to create inspiring discoveries and insights on complex challenges and issues.

To discover how The Johnson Foundation is exploring creative ways of showcasing its work across new and innovative channels, please visit the newly designed website by clicking [here](#).

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The Johnson Foundation at Wingspread is dedicated to serving as a catalyst for change by bringing together leading thinkers and inspiring new solutions on major environmental and regional issues. For additional information or to learn more about The Johnson Foundation at Wingspread, please visit [www.johnsonfdn.org](http://www.johnsonfdn.org).