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FOR IMMEDIATE RELEASE

SHAWNEE ECONOMIC DEVELOPMENT COUNCIL LAUNCHES NEW WEBSITE

SHAWNEE, Kan. – The Shawnee Economic Development Council (SEDC) is pleased to announce the release of its new Website, www.shawnee-edc.com. The goal of this site is to make finding information on Shawnee’s business climate easier to access for those interested in Shawnee. The Website’s target audiences are businesses, commercial developers and site selectors. However, residents and visitors will find a lot of useful information as well.

A key highlight of the Website is the “Good Business” section, which focuses on the advantages to locating a business in Shawnee. “Good Community” gives many reasons to live in Shawnee. “Good Services” shows how joining the SEDC works for your business. The most important feature is the “Locate Here” database, which serves as a site-selector database, including all known industrial, office and retail buildings and sites available for lease or purchase in Shawnee.

Another interesting feature on the site is the “Good Stories,” rotating on the front page and outlining successful, Shawnee businesses. Current profiles are of *Bayer HealthCare LLC, Animal Health Division*, a billion-dollar, international company that makes its headquarters in Shawnee; *Perceptive Software*, an innovative software company with its own version of Silicon Valley right here in Shawnee; and *McAnany Construction*, a 55-year-old construction company with as much history as Shawnee itself.

The Website has new graphic features, new content and up-to-date information, keeping visitors coming back to the site. The new look continues with the recent, “Good Starts Here” branding initiative – a partnership effort with the city, Shawnee Chamber of Commerce, SEDC and Shawnee Convention and Visitors Bureau (CVB). The site uses a color palate and imagery closer to Shawnee’s natural beauty, such as the deep-blue sky and forest-green leaves in the many trees throughout the city. Visitor feedback is welcome by emailing info@shawnee-edc.com.

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For more information, contact James A. Martin, SEDC executive director, or Linda Leeper, Chamber president, (913) 631-6545.