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MUSEUM OF SCIENCE ADDS FORMER WEBSITE TO ITS COLLECTION OF ARTIFACTS

Buffalo Museum of Science launches an updated and upgraded sciencebuff.org with a new look, easier navigation and online shopping capabilities

BUFFALO, NY (March 11, 2009) -- The Buffalo Museum of Science is pleased to announce the launch of its redesigned and improved website, www.sciencebuff.org. The comprehensive site is designed, hosted and sponsored by **Core101** and serves as a flagship site for the locally-owned web development company's portfolio.

The upgraded and updated site is the result of 12 months of analysis, design, and programming. The museum's main goal in redesigning its site was to **improve its user-friendliness** and navigation system for online visitors and add **online registration capabilities** for many of its camps, programs and special events held at the Museum and Tiftt Nature Preserve.



User-Friendly and Easier to Navigate

The updated site features an **interactive calendar** on each page where online visitors can easily access a month-by-month view of upcoming programs and events at the Museum and Tiftt Nature Preserve. With a simple click of the mouse, visitors can view all events and programs offered on a specific date as well as access additional registration and other information.

Online Shopping and eCommerce System

The site's **upgraded eCommerce system** now provides online visitors and members an easy, instant, and secure way to register for programs and events, purchase or renew memberships, make donations, and order BMS publications or featured products from *Chauncey's* online museum shop. Online shoppers are assigned accounts that are saved securely for future transactions and can be updated at any time by logging in. Museum members who register their Membership ID number with their account save 10% on many of their online purchases, including *Chauncey's* items and most public programs including

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its popular *(Over) Night at the Museum* events. Members also receive a \$5 discount on special events such as their new fundraiser, *BEEROLOGY*, scheduled for April 24.

Visual and Organizational Improvements

In addition to the site's many new technical features, the graphic design and interface present a dramatic improvement. The homepage's clickable **ad squares** and **news articles** instantly bring the latest museum and Tifft news to the visitor's attention and offer easy access to more information. BMS has also **streamlined the site's navigation**, making it more intuitive and user-friendly with an expanding navigation bar. The **improved search function** provides "just browsing" visitors the capability to search the site using keywords or research topics.

"Our former website didn't offer the functionality necessary to provide our online guests with a positive impression of the museum or its programs," stated **Mark Mortenson**, President and CEO of the Buffalo Museum of Science. "Customer experience and satisfaction shouldn't stop at the museum doors. Our website serves as our most convenient avenue for members and prospective visitors to access up-to-date information on what's new at the museum in regards to programs, events, exhibits, and research. The new features of our upgraded site not only provide easy-access to this information, but also offer online shoppers the ability to register for our programs and events on their own time, not just when the museum is open." Mortenson added that the museum will continue to identify opportunities to enhance its on-line experience for its guests.

The new site is currently live and can be found at www.sciencebuff.org.

ABOUT CORE101

Locally-owned and operated in Buffalo, New York, Core101 specializes in website development, eCommerce, email marketing, internet marketing, and custom website development. Core101 is a technology leader with over 13 years of experience in providing businesses with technology products and services and serves over 600 clients located in 23 States and Canada ranging from small locally-owned businesses to large international corporations. The Core101 team consists only of highly skilled professionals who provide the products and services businesses need to grow and succeed. More information on Core101 and their services can be found on their website, www.core101.com.

The Buffalo Museum of Science is the non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 600,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. Based at 1020 Humboldt Parkway and anchoring Buffalo's East Side in Olmsted-designed Martin Luther King, Jr. Park since 1929, the Museum presents a wide variety of programs and services for children, teachers, families, adults, and community organizations throughout each year. General admission to the Museum is \$7 adults; \$6 seniors (age 62+); \$5 students and children over 3; and free for members and children under 3. The Museum also operates Tifft Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land and seasonally sponsors archaeological exploration at the Hiscock Site in nearby Genesee County, NY, one of North America's richest Ice Age sites.

For further information on the Museum and its upcoming activities, call 716-896-5200 or visit www.buffalomuseumofscience.org.

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