



CONTACT:

KATY OTTO (JUVENILE LAW CENTER)

OFFICE: 215-625-0551 ext. 128 EMAIL: kotto@jlc.org

Juvenile Law Center Launches New Website

National children's rights public interest law firm partnered with Philadelphia's Message Agency on site aimed at furthering advocacy for youth in justice and child welfare systems

Philadelphia, PA (April 3, 2018) – Juvenile Law Center is proud to present its new website, <http://www.jlc.org>. The organization partnered with [Message Agency](#), a Philadelphia-based digital agency specializing in work with nonprofits, foundations, universities, governments, and social enterprises. Previous winners in the category of Best “Law” Website at the 17th Annual Webby Awards, Juvenile Law Center is building on past success with a new site bringing its work to broader audiences.

“Our new website provides clear, accessible information to everyone who comes to Juvenile Law Center to learn more about the issues impacting youth in the justice and child welfare systems,” said Susan Mangold, Executive Director. “Strategic communications is an integral advocacy strategy to further our mission, and we are excited that our new website really enhances our efforts.”

The partnership with Message Agency proved positive for the organization in this process. “Message Agency led us through an excellent discovery process to prepare us to engage in the website redesign,” Mangold continued. “We chose them for their recognized excellence in website design and architecture and also because of their values as a company which align with Juvenile Law Center’s.”

Message Agency, which specializes in Drupal sites, devoted significant energy towards ensuring that the new site would make best use of the wide-ranging content.

“We have come to know and deeply respect Juvenile Law Center's mission and work over the past few years and were excited to partner with them on this redesign,” said Marcus Iannozzi, Founder and Principal of Message Agency. “One of the critical design challenges was to bring more of their work to the forefront, surfacing the important impact litigation, resources, and activities that became buried in the architecture of the previous site. We also needed a way to reframe this work so that it spoke to all of the Center's audiences and helped site users understand, in clearer terms, the issues at stake.”

We encourage press to visit the new site at <http://www.jlc.org>.

Juvenile Law Center advocates for rights, dignity, equity and opportunity for youth in the foster care and justice systems.

Founded in 1975, Juvenile Law Center is the first non-profit, public interest law firm for children in the country. We fight for youth through litigation, appellate advocacy and submission of amicus (friend-of-the-court) briefs, policy reform, public education, training, consulting, and strategic communications. Widely published and internationally recognized as leaders in the field, Juvenile Law Center has substantially shaped the development of law and policy on behalf of youth. We strive to ensure that laws, policies, and practices affecting youth advance racial and economic equity and are rooted in research, consistent with children's unique developmental characteristics, and reflective of international human rights values. For more information about Juvenile Law Center's work, visit www.JLC.org.

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