



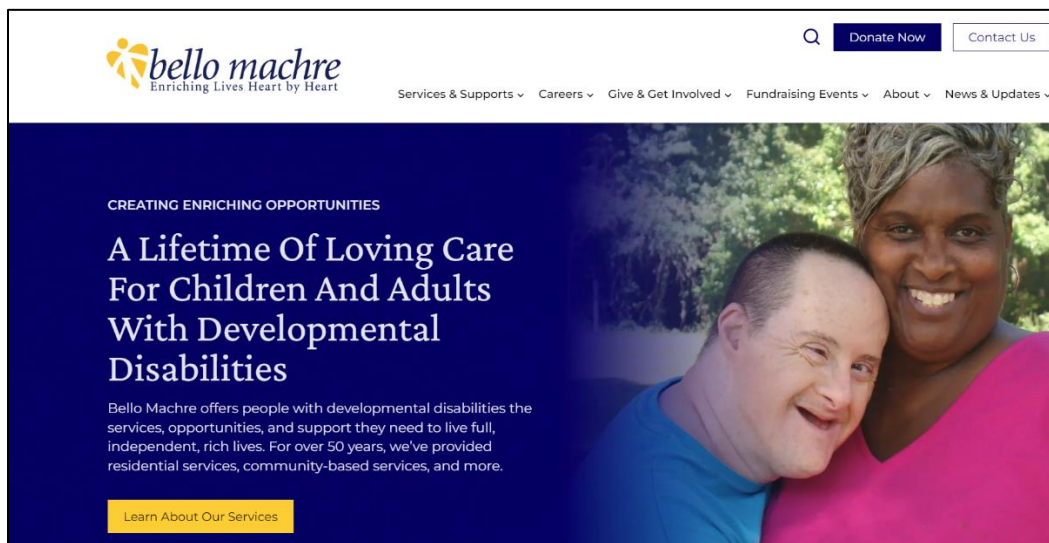
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Contact: Hunter Jackson, Social Media Content Manager

[hunter.jackson@bellomachre.org](mailto:hunter.jackson@bellomachre.org) | 443.702.3078

## BELLO MACHRE LAUNCHES A NEW, MODERNIZED WEBSITE

The nonprofit organization celebrates the launch of a new website with fresh looks and convenient access to a wealth of information.



**Anne Arundel County, MD:** As Bello Machre celebrates 50 years of loving care and service for people with developmental disabilities, the non-profit organization looks toward the future to find new ways to respond to the same call of service that was heard in 1972. “Updating the website was a simple decision. We want to make sure that those with loved ones in need of help can easily learn about the services we have to offer,” says Dr. Robert Ireland, President & CEO.

With vital expertise from ClearEdge Marketing, the newly launched website provides valuable information about services for people with developmental disabilities, career opportunities, and more. It has a sleek new design that catches the eye. Lesly Cardec, ClearEdge Marketing's Vice President of Client Marketing, states, “Our involvement on this project resulted in a website that captures Bello Machre’s spirit of loving care, while bringing modern design to the table.”

The revamped website aims to provide easier navigation of site features and content. A simplified design allows users to navigate through pages about Residential Services, Personal Supports Services, and Meaningful Day Services, while learning more about each program's purpose and resources. Quicker site response times makes submitting donations or volunteer forms effortless and prompt.

The updated website comes with a clear message. Lindsey Norris, Bello Machre's Director of Marketing & Outreach, says, "The new website is part of an ongoing trend at Bello Machre. We're constantly trying to find new and improved ways to communicate and interact with the community."

Thoughtful time and labor were imperative in the creative process for the new site. Keyword optimization and strategic planning gives the revamped website a competitive edge over similar care providers.

While the new website totes newer aesthetics, users can still visit [bellomachre.org](http://bellomachre.org) to find all of the content and news revolving around the organization.

The new site is set to launch in early July 2022.

### **About Bello Machre**

Bello Machre, founded in 1972, means Home of My Heart in Gaelic. It is a non-profit organization with offices in Anne Arundel and Carroll Counties, MD, that provides a lifetime of loving care, beautiful wheelchair-accessible homes, and community support to people with developmental disabilities. Many of the people supported live in its 50 community homes located throughout Central Maryland. Bello Machre also provides personalized care and support to hundreds of children and adults in their own homes. The Hertha and Jesse Adams Ray of Hope Program offers assistance with expenses such as specialized summer camps, physical therapy, and adaptive equipment. The Bello Machre Meaningful Day Program provides vocational and community-based adult day services, supported employment, and/or recreational, educational, and social opportunities for people with developmental disabilities. Our highly trained and caring staff provides residential respite care during family hospitalizations, emergencies, and vacations 24 hours a day, 7 days a week. Bello Machre is here to help, empowering people with developmental disabilities to live life to its fullest.