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Hartford Public Library launches new web site

Hartford, Connecticut (September 8, 2011) —Hartford Public Library has launched its new web site at hplct.org. The dramatically redesigned site, created by The Pita Group, represents the library's commitment to providing an online resource that's in synch with how its customers read, listen, watch, study, research and interact today.

Incorporating the library's "A Place Like No Other" brand identity, the Library's new web site offers a central portal for information: from book, audio and video titles, to comprehensive research tools, to online and in-library classes, seminars and events to passport, immigration and citizenship services and more.

"The new hplct.org helps visitors find exactly what they're looking for, take classes online and attend events that showcase our region's culture, history, literature and art," said Matt Poland, the library's chief executive officer. "hplct.org has become a virtual part of the library's offerings – a place like no other, wherever you happen to access it from. We look forward to receiving our customers' feedback on the site."

“Hartford Public Library’s web site design and improved architecture make it a place not only for literary and digital resources, but also as a hub for arts, culture and community,” said Paul Pita, principal and executive creative director of The Pita Group.

A custom-built content management system, created by The Pita Group, allows library staff to easily update content, images, audio and video to reflect the library's constantly changing programs and resources.

Pita said, “We're proud to work with the Library and its technology partners to integrate new catalog and calendar technologies into the new web site, bringing the library's phenomenal resources to even more residents of Hartford and the Greater Hartford Region.”

About [Hartford Public Library](#)

The Hartford Public Library traces its roots to 1774. It operates 10 locations in the City of Hartford. The Library receives more than 860,000 visits per year. Services include access to a large collection of materials for reading and research, as well as music and video. Programs provide education, information and enrichment to the people of Hartford in such areas as citizenship training, literacy, business skills and cultural awareness. The mission of Hartford Public Library is to provide free resources that inspire reading, guide learning, and encourage individual exploration. Visit hplct.org and the library’s new blog at blogs.hplct.org

About [The Pita Group](#)

The Pita Group’s three business channels — **marketing, interactive and production** — work in tandem and in proportion to each client’s goals. **Pita Marketing** encompasses advertising, branding, public relations, government affairs and strategic consulting. **Pita Interactive** includes website and content management system development, online training systems, email communications and social media marketing. **Pita Productions** offers full in-house TV and radio production, 3D animation, gaming applications and event presentations. For more information, visit thepitagroup.com or call 860.293.0157