



## MISSISSIPPI DEPARTMENT OF MARINE RESOURCES

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# News Release

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**FOR IMMEDIATE RELEASE**

### ***MDMR Unveils New Website Design***

BILOXI, Miss. – The Mississippi Department of Marine Resources (MDMR) has launched its newly redesigned website at [www.dmr.ms.gov](http://www.dmr.ms.gov). Visitors to the site will now find improved navigation that allows quicker access to popular content and highlights programs of which the public may not otherwise have been aware.

New features include a plant life database that allows users to search local flora based on biological and physical characteristics, information on a variety of agency-sponsored events, contact forms for various departments, an RSS feed for news releases (which automatically updates new content to subscribers), and online registration for newsletters. There are also direct links to the Grand Bay National Estuarine Research Reserve and the Mississippi Gulf Coast National Heritage Area websites. Plans for future improvements include providing an online events calendar, developing dynamic seafood marketing content, and expanding the focus on eco-tourism.

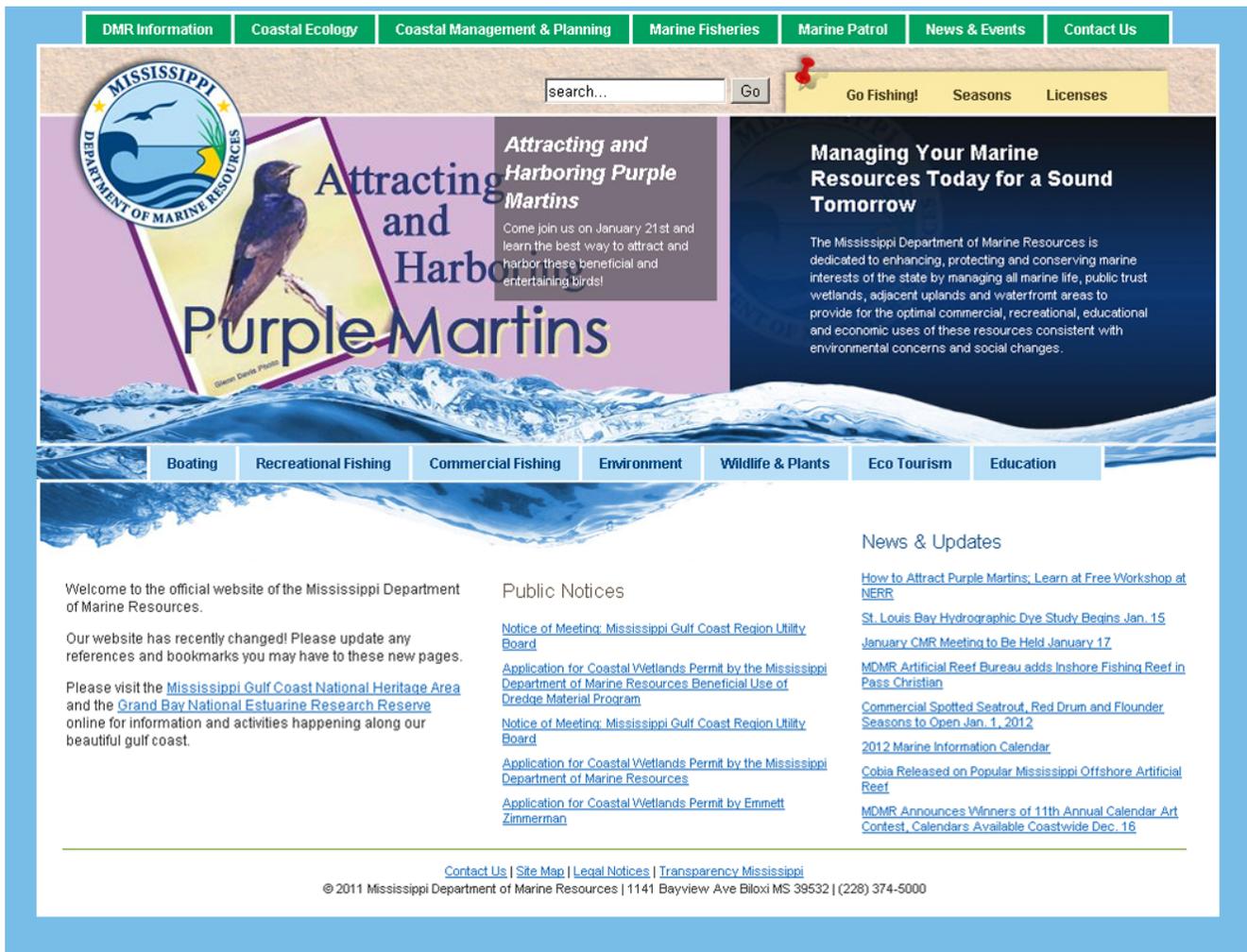
Currently, the website receives more than 13,000 visitors per month, from more than 100 nations. Users come to the MDMR website seeking information on topics such as licensing and regulations, fishing reefs, shrimp, oysters, crabs, boating safety, education materials, wetlands permitting, coastal preserve properties, and Mississippi wildflowers.

MDMR's Information Technology Bureau worked with GodwinGroup, an ad agency in Jackson, Miss., to design a website that integrated a coastal aesthetic with scalable technology.

"We are excited to finally launch our new website," said Kimberly Denz, MDMR programmer analyst and redesign project manager. "Our internal steering committee and our visitors provided us with many great ideas and suggestions on how to improve the site, and we hope it results in an enhanced experience for our diverse group of users."

The Mississippi Department of Marine Resources is dedicated to enhancing, protecting and conserving marine interests of the state by managing all marine life, public trust wetlands, adjacent uplands and waterfront areas to provide for the optimal commercial, recreational, educational and economic uses of these resources consistent with environmental concerns and social changes. Visit the DMR online at [www.dmr.ms.gov](http://www.dmr.ms.gov).

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**Photo Caption: The Mississippi Department of Marine Resources' redesigned website highlights key programs and offers improved navigation for quicker access to popular content.**

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