

## For More Information

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*For Immediate Release*

## ISA Launches Updated Online Presence

CHAMPAIGN, Ill (5 March 2018) – The [International Society of Arboriculture](http://www.isa-arbor.com) (ISA) announces the launch of an updated organization website. With a fresh modern look and improved functionality, the site presents a unified visual identity, brand, and message that is recognizable internationally.

One of the primary goals of this upgrade was to create a positive online experience for everyone visiting the website. In addition to a new design, the website offers streamlined content structure providing users with readily-accessible information via improved navigation and a mobile-friendly platform.

“The ISA website is often the first point of contact for the public and our partners with our organization. It is also one of our primary tools to provide service to our members and credential holders,” says Caitlyn Pollihan, ISA executive director. “We are excited to showcase this new website and believe we have developed a resource that will enhance the online experience for all users by providing access to information quickly and reliably.”

Understanding that many of its online users may not be members or credential holders, the organization also focused on creating a website that serves as an intuitive roadmap to available resources, services, and programs offered by ISA in addition to helping promote the benefits of trees and the importance of hiring a tree care professional.

Be sure to check out the new website at [www.isa-arbor.com](http://www.isa-arbor.com).

### *ABOUT ISA*

*The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., U.S., is a nonprofit organization supporting tree care research and education around the world. To promote the importance of arboriculture, ISA manages the consumer education web site, [www.treesaregood.org](http://www.treesaregood.org), which fulfills the association's mission to help educate the public about the importance and value of proper tree care. Also, as part of ISA's dedication to the care and preservation of shade and ornamental trees, it offers the only internationally-recognized certification program in the industry. For more information on ISA and Certified Arborists, visit [www.isa-arbor.com](http://www.isa-arbor.com).*



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