

## For Immediate Release

### **Samueli Institute Launches Redesigned Web Site**

**Alexandria, VA —April 12, 2007—**The Samueli Institute, an Alexandria-based nonprofit dedicated to the scientific exploration of healing, launched a new design for its web site in order to better communicate with the public and its research partners and affiliates. The new site retains its wealth of information about the Institute's research and history and added a News and Information page and additional content dedicated to each of the Institute's research areas.

"The Institute has grown rapidly over the past two years, and our web site needed to be redesigned to catch up with our progress," said Wayne Jonas, MD, President and CEO of the Samueli Institute. "A main goal of our redesigned web site is to make it easy for organizations and individuals who are interested in learning more about the Institute to find information about our research and outreach activities."

The site has a clean, fresh design and includes a browser-based Content Management System that allows the site to be regularly updated by staff. An online jobs application tool and email alert registrations were also added. The new site URL is [www.SamueliInstitute.org](http://www.SamueliInstitute.org). The Institute web site was originally launched in March 2001. The site is visited by people from all over the world, including researchers, academicians, health care providers and the public.

The site was developed by Quoin, Inc in association with The Choate Group and Jennifer Tisch Creative Services, LLC.

For further information about the Institute website, contact:  
Jennifer Tisch  
[jtisch@SamueliInstitute.org](mailto:jtisch@SamueliInstitute.org)

#### **About the Samueli Institute**

The Samueli Institute is a non-profit, medical research organization supporting the scientific investigation of healing processes and their application in health and disease. The Institute's mission is to explore the scientific foundations of healing and to apply that understanding in medicine and health care. The Institute is one of an elite group of organizations in the nation with a track record in both complementary and integrative medicine, healing relationships and military research. [www.SamueliInstitute.org](http://www.SamueliInstitute.org)

#### **About Quoin, Inc.**

Founded in 1994, Quoin is a management and technology consulting company that is focused on building innovative solutions for online publishing, e-commerce, and financial services applications. [www.quoininc.com](http://www.quoininc.com)

#### **About The Choate Group**

The Choate Group, LLC is a research and communication management consulting firm, founded in 2006 by Christine Goertz Choate, PhD, and Mark S. Choate, MBA. The Choate Group's mission is to help academic and research organizations expand knowledge by improving their research and communication strategies. [www.thechoategroup.com](http://www.thechoategroup.com)

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**About Jennifer Tisch Creative Services, LLC**

Jennifer Tisch Creative Services is a Communications Consultancy serving the Baltimore, Annapolis, Northern Virginia and Washington, DC areas with a primary focus on strategic planning and direction of visual projects such as print media, web, and video. [www.jennifertisch.com](http://www.jennifertisch.com)