

FOR IMMEDIATE RELEASE

## **Hollywords® Launches New Web Site**

### **Entertainment pros and movie fans have new home for media knowledge**

**Hollywood, California – (August 2, 2010)** – Hollywords, LLC, today announced the launch of its revised and expanded Web site, available now at [www.hollywords.org](http://www.hollywords.org).

The original Hollywords® Web site launched in 2005. For the re-design, Hollywords, LLC engaged Mike Ganz, interactive web designer and brand identity developer based in Chicago. “When designing for my clients, I listen to what they want, take a look through what they like, do extensive research, and customize a solution that works on multiple levels for their business.” Hollywords Marketing Director, Tammy Brown, said, “We wanted a site that visitors would find creatively engaging and filled with content about the industry they find relevant.”

Mr. Ganz explained, “I went into the design process of this Web site thinking I needed to showcase the technical aspects and imagery in Hollywords’ print publications while maintaining a simple, easy to navigate structure to which the visitor could relate. The resulting Web site has a soothing color palette, subtle imagery, and book-derived definitions, which should resonate with almost anyone. Overall, the contemporary layout and soothing colors give this site the legs to last a long time without getting stale or boring.”

The new Hollywords site contains a press page with images and excerpts from the latest Hollywords media bible, *A/V A to Z*, published by McFarland & Company in July; a calendar of upcoming key media and entertainment industry events, and links to the *A/V A to Z* Facebook and Twitter pages. “Social networking allows Hollywords to reach industry insiders and fans who love entertainment where they spend a great deal of time. These sites are key to our marketing strategy in getting out the word about *A/V A to Z* through social networking,” said Ms. Brown.

#### **About Hollywords, LLC:**

Hollywords, LLC, originally established in 2005, is located in Los Angeles, California. The company provides a family of media and entertainment (M&E) reference materials, including an online directory of industry support organizations and a range of M&E encyclopedic dictionaries that cover the full media product lifecycle across all content forms and media. More information is available at [www.hollywords.org](http://www.hollywords.org).

#### **About Mike Ganz:**

Mike Ganz is a Chicago-based Interactive Web and Graphic Designer who specializes in logo/identity creation and custom-built Web sites. Mr. Ganz is a Columbia College alumni with a Bachelor of Fine Arts in Graphic Design. His client list includes IBM Healthcare, Criterion Communications, Scarlet Bar Chicago, and Avex Real Estate. More information is available at [www.mikeganz.com](http://www.mikeganz.com).

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*Editors: Dictionary review copies, images, and additional information available upon request.*

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