



For Immediate Release

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Cleveland Sight Center Launches Redesigned Website

Cleveland, OH - 3/18/2015 - Cleveland Sight Center (CSC) is proud to announce the launch of the newly redesigned clevelandsightcenter.org, a website dedicated to increasing awareness and support of the education, empowerment and employment of clients with blindness or low vision.

Together with local marketing agency Level Seven Group, CSC has been able to improve the design and functionality of their website to provide easy accessibility to those who are blind or have low vision. Level Seven added not only a technical, but personal approach to their partnership with CSC in developing this site. Keeping the end-user in mind, they used Web Content Accessibility Guidelines (WCAG) to develop the site to be tier AA compliant which matches ADA compliance standards. They performed user testing with several types of users to gain feedback about the enhanced user experience.

The new functionality, WCAG compliant, includes hidden elements that allow special instruction for users such as image and video descriptions, provides options for visitors to switch to high contrast or gray scale display or increase site text sizes, and uses updated site navigation, content and search capabilities designed for users visiting the site with assistive technology.

Clevelandsightcenter.org provides information and resources that not only make it easy to get in contact with the organization, but also find independent living services, educational programs, career opportunities and support programs for people of all ages who are blind or have low vision. Visitors can find various types of year-round community events and activities, including those that assist with developing mobility and travel skills, read about new advances in technology and discover dozens of ways to give back to the organization in the form of donations or volunteer opportunities.

A non-profit organization, CSC has served the needs of Northeast Ohio residents who are blind or have low vision for over a century by offering developmental, rehabilitation, educational and leisure/recreation services to ensure success in today's society.

CSC's team of optometrists, therapists, employment specialists and other staff are dedicated to assisting clients live their lives to the fullest. Through education, recreation, training and assistive technology, CSC's mission is to empower people who are blind or who have limited vision to reach their full potential and to shape the community's vision of that potential. For more information on the Cleveland Sight Center and the services offered, visit us online at www.clevelandsightcenter.org.