



Blue Truck to Overhaul Crime Stoppers Web Site

FORT LAUDERDALE, FL (June 24, 2013) – After the successful release of the Broward County Crime Stoppers’ educational video, the non-profit organization has chosen Blue Truck Productions to overhaul the company’s website.

Blue Truck will manage the project from concept to completion, providing writing services and content development including short video vignettes, which will enhance the page, grab viewers’ attention and impart key information about how the Crime Stoppers program works. New, fresh content will revitalize the page and provide search engine optimized text.

Kristin Pelletier, who has more than 20-years of experience in marketing, advertising and production, will serve as project manager, art director and content developer for the website. Blue Truck will partner with Beth Firsching Design on the project implementation to provide website layout, design, programming and site maintenance.

By choosing a production company with marketing expertise, clients like Broward County Crime Stoppers reap the benefits of broadcast-quality programs designed to increase the reach of their message through video and online presence. Furthermore, the partnership between Blue Truck and Beth Firsching Design yields a uniquely qualified team of marketing experts to communicate the Broward County Crime Stoppers message and promote their mission.

Blue Truck Productions is the production services division of Blue Truck Media, Inc. a Florida-based corporation, which specializes in the writing and creative development of original screenplays, television programming and books, and offers customized video production to corporations. For more information, visit www.bluetruck.tv.

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