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Harrisburg Academy Wins at 2010 *Best of the Web* Awards

WORMLEYSBURG, PA – Harrisburg Academy won “Best Recurring eNews Product” for its weekly *Explorer* and was recognized as a finalist for its school website (arts and education division) at the 2010 *Best of the Web* Awards program today at the Radisson Penn Harris Hotel and Convention Center in Camp Hill, Pa. The Academy’s weekly email-based campaign, the *Explorer*, designed to keep parents well-informed while demonstrating the overall value of an Academy education, was selected by an independent panel of judges for its thoroughness, interactivity, and overall user experience.



“Receiving the “Best Recurring eNews Product” award for our *Explorer* validates the thought that continuously goes into creating effective communications for our parents,” said Head of School Jim Newman. “We look forward to making this publication even better in the coming year.”

“The fact that we received this award is based partly on the high number of people who read the *Explorer* each week,” he continued. “We are so appreciative of our parents, faculty, staff, and friends for their support and for making this possible!”

The *Best of the Web* competition was part of the *Central Penn Business Journal’s 2010 Internet Summit*, a half-day event bringing together technology enthusiasts, expert presenters, and local businesspeople to learn about using technological tools to enhance and advance their businesses. Other awards categories included Best Use of Social Media, Design Company of the Year, Website of the Year, and Best Website in the respective categories of Banking & Finance, Business & Professional Services, Health Care & Insurance, Manufacturing & Industrial Services, Nonprofit & Government, Real Estate & Construction Services, and Retail, Hospitality, & Tourism.

Harrisburg Academy challenges and inspires children in preschool through 12th grade to reach their full potential. An IB World School, Harrisburg Academy is the only school in the greater Harrisburg area to offer an established International Baccalaureate Diploma Program.

For more information about Harrisburg Academy, contact Kristina Pae at 717-763-7811 or via email at pae.k@harrisburgacademy.org.

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