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FOR IMMEDIATE RELEASE:

UBB Miners Memorial debuts new interactive website

WHITESVILLE W.Va. - The Upper Big Branch Mining Memorial Group announced the launch of a new interactive website for the Upper Big Branch Miners Memorial on Monday morning.

The memorial group partnered with Bulldog Creative Services of Huntington, WV to develop the website. The company donated the majority of their time and work as a gift-in-kind to the memorial project. "It's been a great honor to work with the volunteers of the Upper Big Branch Mining Memorial Group," said Ashleigh Graham-Smith, Senior Account Executive. "The architecture and craftsmanship of the monument speaks volumes and it was our intention to create a website that would not only showcase the beauty of the monument, but to pay tribute to the great men of the Upper Big Branch Mine."

The Upper Big Branch Miners Memorial is located in Whitesville, WV and opened in July of 2012. The monument and surrounding plaza honors the twenty-nine men killed in an explosion at the Upper Big Branch Coal Mine on April 5th, 2010. The new website details the three main features of the memorial. It includes an interactive virtual tour of the site and a page dedicated to the victims of the disaster. A community page lists local eateries, gas stations, directions to the memorial and links to other coal related tourism sites in southern West Virginia.

The website serves multiple functions. It is an online tribute to the men lost at Upper Big Branch and a tool to attract visitors to the memorial. "We felt developing a quality website should be the basis of our marketing strategy," said memorial group President, Sheila Combs. "It was important for us to have a web presence that commemorates the miners and showcases the memorial. We researched a number of companies and Bulldog Creative Services offered everything we needed. The finished product exceeded our expectations."

The new website address is <http://www.ubbminersmemorial.com>.

Bulldog Creative Services opened its doors in 1999 and is a full service advertising agency. The Upper Big Branch Mining Memorial Group, Inc is a non-profit 501 (c)(3) formed in 2011 to raise funds to construct the Upper Big Branch Miners Memorial.

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