

# MEDIA RELEASE

## **White Oaks Launches New Fully Responsive Website - [www.whiteoaksresort.com](http://www.whiteoaksresort.com)**

Niagara-on-the-Lake, Ontario (February 26, 2014)

After a full year in the making, the marketing team at White Oaks Resort are proud to announce the launch of their new fully responsive website.

RWD (responsive website design) is an approach to building a site which allows for a fluid change in the way the web pages appear in response to the device that is viewing it. It provides the optimal viewing experience regardless of what device is being utilized at the time and eliminates the need for separate mobile sites. "We recognized a huge traffic increase coming from mobile devices and tablets and felt we needed to provide a web experience that not only reflected our brand beautifully but was also an easy browsing experience on every device. We've done a tremendous amount of research and to date, we have not found another resort property with a custom fully responsive site yet, meaning we very well could be the first in Canada which is exciting!" reports Julie Lepp, Director of Marketing for White Oaks.

Stunning new photography by Andreas Trauttsmandorff (<http://www.andreastrauttmansdorff.com>) is featured on all the main pages showcasing White Oaks with a cool lifestyle vibe. Jennifer Schmaltz, Art Director at White Oaks states, "Working with Andreas was fantastic. Naturally, we discussed the vision in advance and met with him to tour our property, but when he arrived for the two day shoot, it became very clear that he understood our brand and our goals and collaborated with us seamlessly to create photographic magic."

Webonise Lab ([www.webonise.com](http://www.webonise.com)) rounded out the team, assisting with the integration of a brand new e-shop and most importantly the development of a truly user friendly club schedule for The Club at White Oaks. "The team at Webonise met with us over a period of two months and were quick to respond to all of our needs. They understood what we wanted and helped us present our very extensive fitness classes in a new way. Functionality now allows club members to choose what types of classes they wish to see, what date they want to view or plan for and of course, automatically book the class in our system and add it to their calendars. Making it easy for club members to view, select and book their classes on whatever device they choose to access our site on was a key element to the club section of the new site." Jason Dwyer, Interactive Designer at White Oaks.

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### About White Oaks Resort & Spa:

White Oaks Resort & Spa is located in the heart of Ontario wine country, Niagara on the Lake and is one of the country's largest IACC-recognized conference centres offering more than 60,000 sq.ft. of space and 220 beautifully appointed guestrooms. Award winning LIV Restaurant as well as Play Urban Café offer up intimate fine dining or casual fare, while the world class Spa at White Oaks tempts with pure indulgence in a completely different way. The Club at White Oaks is a magnificent three story fitness and racquet club with private membership. All contained under one roof, White Oaks Resort provides hotel guests, club members and conference delegates an outstanding Niagara experience.

### For More Information:

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