



For Immediate Release

**AUSTIN & WILLIAMS CREATES NEW WEBSITE
FOR CREST HOLLOW COUNTRY CLUB**

HAUPPAUGE, NY – February 16, 2016 – Leading advertising and digital marketing agency Austin & Williams (Hauppauge, NY) has created a new website for longtime client Crest Hollow Country Club (Woodbury, NY). The announcement was made by A&W principal/brand strategist, Eva LaMere.

“The new website presents the entire Crest Hollow experience,” explained LaMere. “From the many destination-inspired indoor and outdoor venue options to their stunning culinary displays, it’s all here. Our creative team did whatever it took to capture the Crest Hollow while our technical team made sure that the responsive website is robust and easy to navigate, whether being viewed on a cell phone, tablet or desktop computer.”

As agency of record for the past seven years, Austin & Williams already knew that the Crest Hollow’s greatest strength – its ability to accommodate a wide range of social and corporate events – could present a challenge for the site visitor.

“The head of a business group organizing an annual dinner has different concerns than a mother planning a bat mitzvah,” observed LaMere. “To make the website relevant to all visitors, we divided the navigation into ‘buckets’ so that people can go right to what interests them.”

According to LaMere, each of the four main sections – weddings, social events, corporate events and country club – addresses the user’s unique needs while offering photo galleries and testimonials. “The ‘schedule a tour’ button is also always present,” she noted, “allowing the site visitor to book an initial visit without needing to make a phone call.”

Crest Hollow Country Club Director of Sales Janine Dion is particularly pleased that the new website includes so much outdoor video and photography.

“We’ve heard many times that people don’t realize what expansive grounds we have in back of the venue,” Dion said. “Austin & Williams knew that the best way to capture the pool area and cabanas during daylight, sunset and evening was with time-lapse video shot from a drone. It was the perfect solution.” In addition to Web design and



Austin & Williams

development, the agency is Crest Hollow's source for their print creative, collateral, video production and search engine optimization.

The new Crest Hollow Country Club website can be viewed at cresthollow.com.

About the Crest Hollow Country Club

The Crest Hollow Country Club in Woodbury, NY, has set the standard for fine catering on Long Island for almost half a century. A Gold Coast landmark, today's Crest Hollow uniquely blends classic elegance and contemporary art deco interiors and destination-inspired outdoor spaces. It is the venue of choice for brides, families and business owners looking for a wedding reception, social or corporate event that is as inventive as it is impeccable. For more information, visit cresthollow.com.

About Austin & Williams

Austin & Williams is an outcomes-driven marketing agency headquartered in Hauppauge, Long Island, NY, that provides clients with branding, advertising and digital marketing ideas that inspire action. For more information, visit austin-williams.com.

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