

PRESS RELEASE

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FREDDIE FARMER FOUNDATION LAUNCHES NEW WEBSITE

FREDDIEFARMERFOUNDATION.ORG.UK

New Bromley charity, Freddie Farmer Foundation, has today launched a new website.

Developed over the past four months by London design agency Dean Ford Creativity, the website is the first point of contact for the Freddie Farmer Foundation Physiotherapy Centre, which opened in April this year.

The site was developed following extensive consultation with the charity, and features responsive design for optimised viewing on mobile devices, extensive photography of the new centre, latest news and all the information you need about the charity and the new centre.

Developed on a Drupal CMS system, the site can be easily edited and updated.

Karen Smith, Charity Officer at Freddie Farmer Foundation, said: "We are all very excited about the launch of our brand new website, it provides lots of information about the intensive physiotherapy we provide and the equipment we use."

Dean Ford, Creative Director at Dean Ford Creativity, said: "Following our rebrand of the Freddie Farmer Foundation earlier this year, we designed and developed a website which not only reflected the charity's activities and aims, but also would be a flexible and useful marketing tool for them as they entered a new phase upon the opening of the new centre.

"The new logo was developed from an idea to use a key piece of equipment used at the centre known as the 'spider'. This is well known and so it was a great opportunity to develop a friendly spider character that would be at the centre of the new brand.

"We are pleased that the brand and the website have been received so well, and are excited to see how the foundation and the centre now develop."

For further information about the Freddie Farmer Foundation please contact charity officer Karen Smith on 020 8313 3707, email karen@freddiefarmerfoundation.org.uk or visit the website www.freddiefarmerfoundation.org.uk.

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NOTES TO EDITORS

For more information, image or interview requests, please contact Carol Ann Walters on 020 8289 0460, 07780 703 600 or email carol@cawpr.co.uk

ABOUT FREDDIE FARMER FOUNDATION

The Freddie Farmer Foundation physiotherapy centre opened in April 2015 to provide intensive physiotherapy programmes for disabled children. The centre is one of a handful of independent UK therapy centres offering specialist equipment and therapeutic exercises, supporting disabled children from all over London and the South-east.

To find out more about Freddie Farmer Foundation, please visit www.freddiefarmerfoundation.org.uk

ABOUT DEAN FORD CREATIVITY

Dean Ford Creativity is a boutique London design agency founded by Dean Ford in 1998. Based in Dean Street, Soho, their expertise in branding, design for print, websites and advertising combined with their creativity and commitment help their clients achieve their goals through the media. Dean Ford Creativity is a member of [D&AD](#) and [The Design Business Association \(DBA\)](#).

To find out more about Dean Ford Creativity, please visit www.deanfordcreativity.com