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**FOR IMMEDIATE RELEASE**

**Marketorum, LLC Launches Website and Social Media Platform for  
Lambertville, N.J. Preschool and Kindergarten Program**

**LAMBERTVILLE, N.J. — Jan. 18, 2011** — Marketorum LLC, a Lambertville, N.J.-based marketing, business strategy and technology agency, recently designed and launched a website for The Jesus School, the preschool and kindergarten program affiliated with St. John the Evangelist Roman Catholic Church. Both are based in Lambertville.

The site, which can be accessed at [www.thejesusschool.com](http://www.thejesusschool.com), was completed last week by Marketorum's design and Web team. The site combines simple yet effective design elements and allows for easy navigation, helping visitors to the site find what they are looking for, such as application and admissions procedures, information about the school's programs and curriculum, and a comprehensive school calendar, which includes up-to-the-minute delay and closing announcements due to inclement weather.

The site is divided into easy-to-navigate sections, where parents and prospective families can access information, including how traditional early childhood education concepts are presented in both academic and spiritual Catholic traditions. Additionally, users can find contact information, learn more about the school's connection to St. John's and how to contribute to the Jesus School's Anniversary Fund or how parents can volunteer for upcoming fundraising events.

"Marketorum has helped us build a technological platform for communicating with parents of enrolled students, as well as prospective students' parents interested in our program," said Sister Marie Conaughton, T.R.H., director/principal of The Jesus School. "Our new website provides a more direct, interactive experience while telling the unique story of The Jesus School."

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The Jesus School's goal in creating the site was to allow online users more convenient and direct access to information about the school. In collaboration with The Jesus School staff members, Marketorum was able to successfully implement a design that makes finding information about the school easy and convenient. Along with actual [www.thejesusschool.com](http://www.thejesusschool.com) site implementation, Marketorum also set up a Facebook page to improve communication with parents of enrolled students and parents who want to learn more about the program.

"We were thrilled to help The Jesus School connect more directly with its students' parents, prospective students' parents and others interested in the program," said Patricia Stewart, Marketorum president & CEO. "Effective websites and social media platforms are convenient ways for busy parents to communicate with each other about school events and learn more about their children's preschool and kindergarten programs."

Marketorum offers Web-based solutions, including website design and site redesign, at reduced fees compared to market values. Its vast clientele represent many different industries, including education, religious and nonprofit organizations.

### **About The Jesus School**

The Jesus School, which is affiliated with St. John the Evangelist Roman Catholic Church, provides preschool education for 3- to 5-year-olds and a full-day kindergarten. Since 1983, it has provided early childhood education in the Catholic tradition for children of Lambertville and the surrounding communities in Hunterdon County, N.J., and Bucks County, Pa. In an environment that is designed to capture children's interest and imagination, using play and other teaching methods and materials, traditional early childhood concepts are presented with an orientation that is both academic and spiritual. The school's curriculum at both levels continues to be broadened and enriched as subject matter and technologies emerge, and today reflects a program that fulfills the educational needs of the young child in the 21st century.

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### **About Marketorum, LLC**

Marketorum, LLC is a group of highly skilled, professional problem solvers with an unparalleled passion for excellence that average 20-plus years of professional expertise in marketing, business strategy, technology and related disciplines.

Marketorum leverages the team's collective experience working with leading global corporations in various industries, including nonprofits, consumer brands, hospitality, pharmaceuticals and telecommunications, providing the latest, most relevant and thought-provoking business knowhow to take clients far beyond their expectations.

For more information, please contact Patricia Stewart, Marketorum president & CEO, at (609) 651-8518, [pstewart@marketorum.com](mailto:pstewart@marketorum.com) or visit [www.marketorum.com](http://www.marketorum.com).

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