



**FOR IMMEDIATE RELEASE:**

**TEXAS-BASED FIRM DONATES \$29,000 OF PRO BONO WEB DEVELOPMENT TO CHARITY**

*Smooth Fusion Completes \$29,000 of Pro Bono Web Development  
As a Donation to Northwest Kidney Centers*

**Lubbock, Texas (April 22, 2014)** – Smooth Fusion, a West Texas-based digital strategy and web development firm, has completed \$29,000 of pro bono work for the nonprofit Northwest Kidney Centers in Seattle. Smooth Fusion revised the dialysis provider's site at [www.nwkidney.org](http://www.nwkidney.org) in order to illustrate its healthy recipe collection with photos for the first time; made it possible to sort recipes and free classes in new ways; and created icons to help guide users.

Kidney disease can be slowed down or stopped if people catch it early and change their lifestyles, and public health education is an important part of the kidney organization's mission. So Northwest Kidney Centers requested that Smooth Fusion enhance the user-experience on its recipe database and class listings, including filters, visual cues, and simplified search functionality. In all, the changes display data in a more accessible, logical, and user-friendly format, as well as provide users a better way to search for and access key content.

The Lubbock-Seattle connection was forged by a mutual business partner, GA Creative of Bellevue, Wash. GA Creative entered a 2012 holiday photo contest sponsored by Smooth Fusion. Called "Get Tacky for Charity," the contest challenged marketing professionals across the country to shoot a creative photo of themselves dressed in their tackiest holiday attire. GA Creative submitted the winning entry, and nominated Northwest Kidney Centers as the charity to win Smooth Fusion's prize of donated services.

"We were thrilled that our friends at GA Creative selected such a deserving charity to be the recipient of this substantial amount of free work," said Todd Knowlton, president of Smooth Fusion. "This contest was the perfect way to get in the holiday spirit and inspire some friendly competition among marketing professionals across the country – all for a great cause."

"We are so grateful to Smooth Fusion and GA Creative," said Jane Pryor, vice president of development and public relations at Northwest Kidney Centers. "Their skill and generosity help us advance our mission to promote the optimal health, quality of life and independence of people with kidney disease. Although our patient care services are focused in the Seattle area, this gift helps us extend solid health education to website users around the world."

Smooth Fusion has a history of giving back through providing worthy charities with their services at no cost. Over the years, Smooth Fusion has provided more than \$300,000 of pro bono work to many organizations, including Ronald McDonald House Charities, the Texas Boys Ranch, Northwest Parkinson's Foundation, Make-A-Wish, Women in Communications and Purpose Medical Mission.

**Media**

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**About Smooth Fusion**

Smooth Fusion provides innovative technical services, such as web development and digital strategy, to marketers and agencies worldwide. As a trusted partner to marketers and agencies, Smooth Fusion serves to empower marketers by delivering a unique *fusion* of technical expertise and implementation. For more information visit [smoothfusion.com](http://smoothfusion.com).

**About Northwest Kidney Centers**

Northwest Kidney Centers is a regional, not-for-profit, community-based provider of kidney dialysis, public health education, and research into the causes and treatments of chronic kidney disease. Founded in Seattle in 1962, it was the world's first dialysis organization. It remains a model in the field because of its high quality services, community connections and generous donor support.

**About GA Creative**

GA Creative is a 28-year-old full service marketing and ad agency based in Bellevue, Wash. It is focused on helping clients align their brand and marketing communications with their business objectives. The firm designed Northwest Kidney Centers current branding. See just how tacky GA Creative staff can be in their winning "Get Tacky" contest entry at <http://gacreative.com/category/news/>.

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