



Shangri La' Wiffleball

James R. Hixson, Commissioner (217) 202-4159

Geoff Hixson, President Shangri La' Wiffleball Alumni Association (719) 330-1241

Jeff Cain, Commissioner of Communications (217) 841-0478

For Immediate Use: Saturday, April 10, 2010

SLW Media Contact: Jaime Hixson

New SLW Website Launched

Does a More Interactive Forum Give Power to the Wiffleball Littles?

Colorado Springs, Colo. – The Shangri La' Wiffleball Front Office announced the launch of the new website today.

“It has been a couple of years since we had a place to distribute the Shangri La' propaganda to the masses. We are excited to announce the launch of the new Wordpress site which can be found at the following link: <http://slwiffleball.wordpress.com>” Commissioner Hixson stated.

Hixson continued, “We have some archived files from the last several years that are now available for public consumption. SLW prides itself in giving the membership what it wants.”

According to recent studies, interactive websites are the wave of the future. Findings indicate that organizations should care what their consumers/fanbase think of them.

“Questions like ‘should we continue to have a home run derby’ should be answered by the people on the frontlines. Arguably, for the first time in the history of the SLW front office, we want to hear from the membership.”

Geoff Hixson, President of the Shangri La' Wiffleball Alumni Association (SLWAA), added the following: “This is the sort of attitude that has led to the communication divide between the Front Office and its constituency. What the hell is wrong with my brother?”

Members are encourage to dig through the archives on the new website and enjoy the history of Shangri La' Wiffleball.

-SLW-

Visit the new SLW homepage at <http://slwiffleball.wordpress.com>

Become a facebook fan of SLW at <http://www.facebook.com/pages/Shangri-La-Wiffleball/261304250205?ref=ts>