

For Immediate Release



## **AUB wins Best Creativity Award for redesigned website**

Beirut, Lebanon- 11/03/2011 - The American University of Beirut received on March 10, 2011 the Best Creativity Award from the Pan Arab Web Awards Academy for its redesigned website.

The award was accepted on behalf of AUB by Omar Odeh, assistant vice president for marketing and communications, during an awards ceremony held at the Habtoor Grand Hotel in Beirut.

AUB won the web award in the "Lebanese Universities" category.

The Pan Arab Web Awards Academy is active throughout the Arab world and sponsors web awards competitions to encourage and promote the development of creative and effective websites. It has previously announced web awards to recognize outstanding e-government, banking, and hospitality websites.

Odeh thanked the team who worked on the web redesign as well as other members of the university community, noting: "When we designed the website, we met with prospective students, current students, faculty, and staff to ensure that the new design balanced the diverse needs of our constituents. It is very gratifying to see AUB's newly redesigned website receive recognition for its creativity and overall usability."

The redesign of AUB's website was spearheaded by the members of the Web Oversight Committee, which AUB President Peter Dorman reconstituted in October 2009, to improve the content, design, layout, and navigation of the homepage and the overall website. The committee, which included representatives from all university faculties and major administrative units, worked closely with the Office of Communications to redesign the website that was launched in August 2010.

On hearing of the award, President Dorman congratulated the Web Oversight Committee noting that the redesigned website promotes AUB's core identity and effectively communicates strategic messages and information.

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**Note to Editors**

**About AUB**

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of more than 7,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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