

Press Release

Wednesday, October 4th, 2016

Truro's new website part of Town's improved communications initiative

Truro – The Town of Truro has launched its new website. It is more modern, easy to navigate, and provides residents, visitors and local business owners and developers with the information they need. This platform is one of the first steps towards improving communication initiatives. The site contains new features such as the “How do I...” menu, a quick resource to many of the questions staff receive daily.

“Refreshing the Town of Truro website has been a project Council and staff have been working on for some time now. The new website incorporates Truro's new brand and up to date information that visitors to our site are looking for” says Mayor Bill Mills.

In addition to the website launch, Truro is also revealing the contents of its 2016-2019 ACTIONS plan: a strategy document which provides a framework for the organization to enhance its two-way communication to improve stakeholder relationships and encourage public participation in the municipal process.

“This whole process is a very exciting improvement for the Town and everybody interacting with us” says Mike Dolter, CAO for the Town. *“There is so much going on in our vibrant Town, we just want to make sure everybody knows all that Truro can offer them. The new website has been designed with improved navigation and functionality, every user can now benefit from richer online content that is easier to find and share with others.”*

Stay tuned! After the release of the Town's new brand identity in October 2015, Truro is always trying to find new ways to *make the connection* with its various partners. Discussions with local residents, businesses and visitors needs to be ongoing to ensure regular communication creates win-win scenarios. Truro looks forward to receiving feedback from the public, who in return should be informed about what's happening here, as well as the great diversity of services they can benefit from.

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