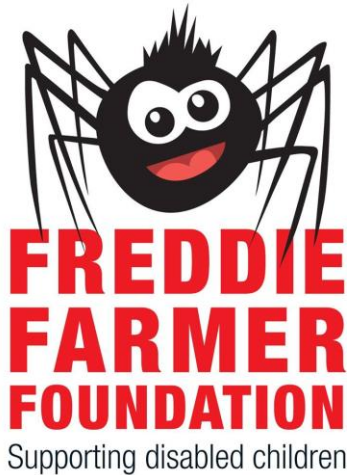


PRESS RELEASE

Issue date: 26 April 2021



FREDDIE FARMER FOUNDATION LAUNCHES NEW WEBSITE

FREDDIEFARMERFOUNDATION.ORG.UK

Bromley charity Freddie Farmer Foundation has launched a new website.

Developed by London creative agency The Modern Agency, the website is the first point of contact for the Freddie Farmer Foundation.

The site was developed following extensive consultation with the charity and features new photography to showcase the latest equipment. An autoplay video on desktop instantly shows the activities and work they do.

Developed on a WordPress CMS system, the site can be easily edited and updated.

Karen Smith, Charity Centre Manager at Freddie Farmer Foundation, said: “Our new website provides lots of useful information about the intensive physiotherapy we provide and the equipment we use. Now people can donate to us, download our resources and register for our events, all from one place.”

Dean Ford, Creative Director at The Modern Agency, said: “Following our rebrand of the Freddie Farmer Foundation in 2015, we designed a visual update to the old website to keep it looking fresh. New website standards meant that the old design was a little dated and not taking full advantage of the capabilities of the latest devices. We switched to WordPress to be stable, flexible and for ease of updates.

“The logo was developed in 2015 from an idea to use a key piece of equipment used at the centre known as the ‘spider’. This is well known and so it was a great

opportunity to develop a friendly spider character that would be at the centre of the brand.

“We are pleased that the brand and the website have been received so well and are excited to see how the foundation and the centre continues to develop.”

For further information about the Freddie Farmer Foundation please contact Charity Centre Manager Karen Smith on 020 8313 3707, email karen@freddiefarmerfoundation.org.uk or visit the website www.freddiefarmerfoundation.org.uk.

ENDS

NOTES TO EDITORS

For more information, image or interview requests, please contact Carol Ann Walters on 07780 703 600 or email carol@cawpr.co.uk

ABOUT FREDDIE FARMER FOUNDATION

The Freddie Farmer Foundation charity opened its state-of-the-art physiotherapy centre in 2015 to provide intensive physiotherapy programmes for disabled children. The centre is one of a handful of independent UK therapy centres offering specialist equipment, therapeutic exercises and subsidised support, supporting disabled children from all over London and the South-east.

To find out more about Freddie Farmer Foundation, please visit www.freddiefarmerfoundation.org.uk.

ABOUT THE MODERN AGENCY

The Modern Agency is the creative agency for the modern age. They create and build brands for start-ups and scale-ups – businesses with an ambition to become the best in their class.

To find out more about The Modern Agency, please visit <https://themodern.agency/>