

Press Release



17 November 2009

Our Life appoints new website partner after five-way pitch

After a competitive five-way pitch, North West wellbeing and health campaign group Our Life has appointed digital communications agency Chameleon Interactive to develop its new website and revamp its existing online communications.

Our Life head of corporate affairs Andy Walker said: “Chameleon Interactive impressed us with their understanding of Our Life and what we are trying to archive in tackling health inequalities in the North West. Our website is a key part of our marketing communications strategy and Chameleon Interactive showed real commitment to working with us and to building an online presence that will promote our campaigning message to a much wider audience.”

Stuart Johnson, managing director at Chameleon Interactive, said: “We're delighted to have been chosen to partner Our Life in developing a new and exciting website. As a creative business based in the North West we have a personal and professional interest in building a site that will engage a broad audience of businesses and individuals in a campaign to make our region a healthier place to live. The new website will not only deliver up-to-date information, it will be packed with interactive features which will allow the audience to debate the issues, comment and campaign for change.”

Chameleon Interactive specialise in digital communications for the charity and not-for-profit sector. Past and current clients include ActionAid, Childline, the Department of Health, International Red Cross and landmines charity, MAG International.

The new Our Life website is expected to be up and running by February 2010.

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For further information contact Andy Walker, Head of Corporate Affairs, Our Life, on 0161 237 2031 or 07818 568573 or email andy.walker@ourlife.org.uk

Notes to Editors:

1. Our Life is a campaigning organisation working with individuals and organisations who want to achieve the real and lasting changes that will make the North West a healthier place to live.
2. Established as a social enterprise, Our Life offers creative ways for the NHS, local government, the public, business and voluntary organisations to work in partnership to make sure that the North West becomes one of the healthiest regions in the country.
3. The North West has almost seven million inhabitants and 230,000 companies. Its economy is worth a remarkable £106 billion. Despite this, the North West has one of the worst health records in the country. A boy born in the region might expect to live ten years younger than one born in the South East of the country.