Press Release:  June 24, 2013  
Manchester-Based Digital Agency Supports War Widows’ Association  

Manchester digital agency Vanilla Storm is working with the War Widows’ Association to deliver a brand new website for their members.

“Like many women of her generation my grandmother was a war widow,” explains Vanilla Storm Director, Jenny Hudson. “She spoke about this over the years but never with bitterness. She was devastated to lose a husband and the father of her four children but she was also proud of his sacrifice.”

“After learning about the work of the WWA and becoming an associate member I wanted to do more to support such an important organisation that is often overlooked,” said Jenny. “I’m delighted to have had the opportunity to work with the War Widows’ Association to deliver their new website. The aim is to provide useful information to existing members and to encourage new members and associates.”

War Widows’ Association Public Relations Officer, Mary Moreland, said of the collaboration, “The War Widows’ Association (WWA) is privileged to be working with Vanilla Storm to develop a modern fresher look to our website. Our updated website adds a powerful new channel that will help create new ways to connect and interact with the more recently widowed.”

“The WWA formed in 1971 exists to improve the conditions of War Widow/ers and their dependants. It works with all government departments, petitioning for improvement to issues affecting War Widow/ers. It also represents War Widow/ers at national events of remembrance and maintains close links with all ex-Service organisations and Service widows’ associations.”

“Sadly our young service men and women continue to make the ultimate sacrifice at home and abroad. The WWA believe that it is imperative that those left behind are not forgotten. All the work of the Association is completed by volunteers and we would ask that those war widow/ers who are not already members of the Association consider becoming a member and even consider joining us in continuing this important work as a member of the committee or as a Regional Organiser.”

“One final point, the WWA would like to thank Jenny and all her colleagues at Vanilla Storm for their tireless patience, support and excellent work on the website, all completed free of charge.”

The new website will go live on Saturday June 29th to coincide with Armed Forces Day. To find out more visit www.warwidows.org.uk.

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Notes to Editors:

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About War Widows’ Association

The War Widows’ Association is essentially a pressure group and exists to improve the conditions of War Widows and their dependants in Great Britain.

Its work encompasses those who have suffered bereavement as a result of World War II and all conflicts since then including Iraq and Afghanistan. The WWA also represents those who have suffered the loss of their partner and in peacetime, when the death was attributable to their service life.

Website: www.warwidows.org.uk

About Vanilla Storm

Vanilla Storm Limited is a digital agency based in Manchester. Specialising in web design and e-commerce they work with a number of small and growing businesses. The company was established in 2004 by Richard Hudson and Jenny Hudson.

For further information visit www.vanillastorm.com.