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AMERICAN ASSOCIATION FOR NUDE RECREATION WEBSITE GETS MAKEOVER

Site redesign educates visitors on nudist experience and promotes mission of AANR.

KISSIMMEE, FL (Feb. 10, 2005) – In an effort to better educate the public about the benefits of nude recreation and its mission, the American Association for Nude Recreation (AANR), has completely redesigned its website – www.aanr.com.

The new website, which has received more than 250,000 visits per month during peak season, provides visitors an inside glimpse into the nudist experience with tasteful imagery, valuable information and next steps for experiencing the benefits of nudism. In addition, it serves as a valuable resource for AANR members, clubs and resorts. The site was redesigned to be a complete resource for members, potential members, journalists, government officials and those who are merely curious. The site's new main components include:

- The Experience – this page provides background on how to enjoy nude recreation
- Frequently Asked Questions – answers basic questions about AANR and nude recreation
- Family Values – explains in detail the benefits of family nude recreation
- Cyber-Bulletin – AANR's official online newsletter
- Press Room (www.aanr.com/press_room_media_contacts.html) – provides members of the media with AANR contact information, press kit, news releases, story ideas, images and information for scheduling press visits

In addition, the new site includes an online store, member services, club services, a site index, search function, event calendar, information for AANR regions and clubs and information on how to become a member.

“Our key goal with the new site was to accurately depict the mission of AANR, while becoming a valuable resource for information on nude recreation at the same time,” said Pat Brown, AANR President. “We hope that visitors to our site will feel comfortable while navigating the site so that when they leave, they fully understand the meaning and scope of nude recreation.”

AANR's mission is to promote, enhance and protect in appropriate settings, nude recreation and nude living in the Americas. It is the oldest and largest organization of its kind, representing nearly 50,000 people who enjoy clothes-free and clothing-optional recreation throughout North America. For further information on nude recreation and the association's affiliated clubs, contact AANR at **1-800-TRY-NUDE** or visit the association's website at www.aanr.com.

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