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Menlo Charity Horse Show Unveils New Website Designed and Donated by Working Lens Productions

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Atherton, CA-July 23, 2009-The Menlo Charity Horse Show is pleased to announce the launch of the beautiful new website designed and donated to the horse show by Iris Thompson of Working Lens Productions.

One year in the making, the site was collaboration between Thompson and committee members who shared a common vision of striking a balance between the celebration of a horse show steeped in 39 years of tradition, and the latest in web design and technology.

When asked to describe the impact a well designed website can have on any business Thompson replies "A website has to be an inviting place that welcomes the viewer. Many times, the website is the first impression a viewer will have of a business. It has to be engaging and easy to maneuver around or people will move on somewhere else. The web holds so many possibilities specifically for non-profits such as the Menlo Charity Horse Show...it really gives them the opportunity to voice their cause to a very wide audience with very little expense, thereby increasing exposure for sponsorship and donations."

The Menlo Charity Horse Show website was a labor of love for Thompson, who often burned the candle at both ends, attending to the needs of Working Lens' 50 paying clients by day, and tending to the Menlo Charity Horse Show site by night "Overall, the site took roughly 100 hours to put together. The MCHS site was particularly challenging as there was so much information to capture and present. It was very important to create the true look and feel of the Menlo Charity Horse Show in order to maximize their presence on the web."

Not unlike the Menlo Charity Horse Show, Working Lens Productions sprang from humble beginnings. Thompson recalls "In 2004 my partner, Justin Phillips and I started Working Lens pretty much with a computer, a printer and a camera. Our first client was Will Simpson. It was one of those times where we were in the right place at the right time. We had just made the company official, and I was talking to Will and mentioned that we were starting a graphic business, and to let me know if he needed anything. The next day he called and said he needed brochures fast for the WCAR Golf Tournament that was happening at Thermal ... and we were off!"

Fast forward to 2009, what services does Working Lens provide today? "Along with Graphic and Web Design, we do Photography, Print, DVD Packages, Video Editing, 3D Modeling, Architectural Renderings, Art Direction and Consulting. We have three employees and a small team of designers we utilize during busy seasons. Most of our business has come through word of mouth and we're very lucky to have so many wonderful clients who have been with us through the years."

Menlo Charity Horse Show is grateful to have been selected for the Working Lens Websites for Charity Program. Thompson explained how the selection came about "I've always been a fan of the Menlo Charity Horse Show...it's a show like no other, and all for an amazing cause. I feel it's so important to give back, which is why at Working Lens we started a Websites for Charity program that helps non-profits get on the web. It's our way of using our skills to give back."

Betsy Glikberg, Chairwoman of the Menlo Charity Horse Show is humbled by

Thompson's generosity and dedication "Iris at Working Lens Productions has been an absolute delight to work with. She is extremely professional, and we are so fortunate to have her volunteer her time for such a wonderful cause. She did absolutely everything we asked of her with grace and dignity."

Menlo Charity Horse Show Website: <http://www.menlohorseshow.com>

Working Lens Productions Website: <http://www.workinglens.com>

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