



For Immediate Release
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AEC Launches New Website for the Conference on Southern Literature

Chattanooga, TN (January 28, 2009) - The [Arts & Education Council](#) (AEC) announces the launch of its new website, SouthernLitConference.com, which offers the latest information about its premier program, the Conference on Southern Literature. The site was created and developed by integrated design firm [Coptix Inc.](#)

"As nationwide recognition for the Conference on Southern Literature continues to grow, we felt the increasing need for the event to have its own website," says Susan Robinson, AEC Executive Director. "We enlisted the help of Coptix because of their regional reputation for creating user-friendly, visually compelling websites that are easy to maintain."

The new site features in-depth information about the Conference on Southern Literature and the [Fellowship of Southern Writers](#), participant photos and bios, school outreach programs and the complete schedule of events. Out of town attendees can find information on accommodations and conference venues. In addition, the site includes online registration, downloads, videos, a photo gallery and a media room.

"We wanted the new site to reflect the look of the conference print materials, but also be easy to update as this 'look' changes with each event," Ms. Robinson explains. "Also, because we have such a small staff, we wanted a website that can easily be maintained by any one of us, as well as volunteers and interns. Coptix' Content Management System makes that possible."

The AEC Conference on Southern Literature has been bringing world-class writers to Chattanooga since 1981. Approximately 1,000 people from over 30 states attend each year to see their favorite writers participate in discussions, readings and book signings. The event has been recognized as one of the top four events in Chattanooga, and described by author Louis Rubin as a "leading literary event in the South."

"The AEC is a vital element in the cultural fabric of Chattanooga, and the Conference on Southern Literature is a signature event for Chattanooga, the South, and the broader literature & arts community," says Coptix, Inc. President Josiah Roe. "We're honored to be part of it!"

About the Arts & Education Council (AEC): The AEC provides unique opportunities for lifelong learning and participation in the arts for all members of the community. Founded in 1952 by a grant from the Ford Foundation, the AEC produces the [Chattanooga Festival of Writers](#), [Culture Fest](#), [Independent](#) and [Back Row Film Series](#) and [Point of View](#). The biennial Conference on Southern Literature is its biggest program. Read more at SouthernLitConference.com.

About Coptix, Inc: [Coptix, Inc.](#) is a leading integrated design firm in the Southeast, bringing clients holistic business development through branding, graphic design, web development, internet marketing, social media marketing, e-commerce and software development.