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MISSION SAN JUAN CAPISTRANO GETS A JUMP ON NEW YEAR'S RESOLUTIONS

San Juan Capistrano, CA -December 7, 2009- Mission San Juan Capistrano launched its new, easy-to-navigate website (www.missionsjc.com), which will bring the historic landmark and museum to life through the use of photography, social media, and promotions.

The site was designed to be flexible and offer a wide range of functionality to attract and entertain all ages and audiences, including resources for students and teachers, members, event planners, tourists and local visitors, donors and preservationists, history enthusiasts, artists and photographers, scouting organizations, and media.

"Working with our marketing professionals from JUVE Creative, we wanted to provide our public, supporters, members, and students with a friendlier website. While the new site is still being enhanced, we are proud to say that it is even more intuitive, has a fresh look, and also includes our new social media connections. The public can now find us on Twitter, Facebook and flicker, and we're developing You Tube videos as well," said Mechelle Lawrence-Adams, Executive Director at the Mission, "All of this comes about as part of the Foundations' goal of ensuring the Mission is here for the next generation to appreciate and learn from, and in this day, that means invoking the use of technology as a means of raising awareness about this gem of a historic landmark."

The newly designed site makes it easier for viewers to sign up for the Mission's e-newsletter, follow on Twitter, be a fan on Facebook, check out the latest candid photos on Flickr, and witness short video taken at some of the most unique events to Southern California held at Orange County's only mission.

Lawrence Adams: "We know our supporters of parents, grandparents, students, teachers, and visitors all rely on the internet to plan schedules, field trips, shop, and make good decisions about how to spend their time, as a result, we

wanted our calendar feature to be easier to read and follow, and provide a more intuitive explanation of our signature events, lectures, and special occasions. We are hopeful that the new calendar will inspire more people to see how easy it is to plan a visit to the Mission.”

In the past year, the Mission debuted two museum exhibits and has plans for a third, "Unmasking Zorro: The History and Legend of the Original 'Curse of Capistrano'." All events and exhibit information can be found with great ease on the website www.missionsjc.com.

About Mission San Juan Capistrano:

Known as the “Jewel of the Missions,” Mission San Juan Capistrano is a historic landmark and museum that boasts of quality permanent exhibits featuring original artifacts as well as traveling and temporary exhibits on a wide variety of topics.

The site itself serves as a living outdoor museum with original buildings constructed by Native Americans in the 18th century including the Serra Chapel, Great Stone Church, and the original padres’ quarters of the South Wing.

The Mission was founded on November 1, 1776 by Padre Junipero Serra as the seventh in the chain of the twenty-one California missions established by Spain, and is Orange County’s only mission. Every year, over 50,000 students visit the Mission and engage in an inspirational learning experience via the Mission Matters programming, as part of their State required California history studies.

Mission San Juan Capistrano is owned by the Diocese of Orange and is supported by the Mission Preservation Foundation, which is comprised of business and community leaders committed to ensuring the long term preservation and viability of Orange County’s only Mission. The Mission receives no funding from either the Church or the State of California and charges admission funds as a means of providing public access.

Mission San Juan Capistrano is located at 26801 Ortega Highway, San Juan Capistrano, CA 92675. Open Daily 8:30 a.m. to 5:00 p.m. Closed Thanksgiving, Christmas, and Good Friday afternoon. Admission is \$9 adults; \$8 seniors (60 years or over); \$5 children (ages 4 to 11); and children ages 3 and under are admitted free. Free audio guide with senior and adult admission. For more information, call (949) 234-1300 or visit www.missionsjc.com.

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