

# BASILICA OF SAINT MARY

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## **Basilica of Saint Mary's Web Site [www.mary.org](http://www.mary.org) Wins Clarion Award**

**Minneapolis, MN (May 20, 2004)** – The Association for Women in Communications (AWC), Twin Cities Chapter, held its annual Crystal Clarion Awards banquet Wednesday, May 19, at The Woman's Club of Minneapolis. Hofmeister Design was recognized with a *Merit Award for Excellence in Communications* for the Basilica of Saint Mary's Web site, [www.mary.org](http://www.mary.org), under the category of *Best Redesigned Web Site*.

In early 2003, the mission for the Basilica's website was articulated: "To reflect the image and mission of the Basilica and to provide a person visiting the site with a solid feel of what the Basilica is all about. That the site, from an outsider's perspective, simply and easily tells the story of the Basilica's mission, its impact, its needs, its history, and its services." To accomplish this, Basilica staff recruited website committee members with a vision to give mary.org a brand new look and feel. Eddie Hofmeister of Hofmeister Design played a large role in the leadership of this committee.

By November, the updated web site was launched. Designed to be both informational and inspirational, the site's organization reflects the mission of the Basilica by providing information about spirituality and religious education, charity and social justice, support groups for all walks of life, and a commitment to sacred art in the community.

The Crystal Clarion Awards Competition recognizes superior work in all communications fields. Entries are judged against the work of organizations of similar size and budget to ensure that everyone from the largest ad agency to the smallest non-profit is fairly considered. This year's entries were judged by communications professionals in the Milwaukee and Seattle chapters of AWC. Judges evaluated entries for substance, style, originality and achievement of the project's stated objectives.

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## **About The Basilica of Saint Mary**

The Basilica of Saint Mary is a community rooted in the gospel of Jesus Christ. Our mission is four-fold: to provide quality liturgy, religious education, pastoral care, and hospitality; to preach justice and provide emergency relief to the poor; to pursue interfaith relationships; and to contribute to the sacred arts of this community. The parish is marked by hospitality and a rich diversity of age, ethnic, racial, social, and economic backgrounds.

Located near the heart of downtown Minneapolis, the Basilica of Saint Mary helps provide shoes, food, shelter, and employment assistance to over 6,000 people each month. The Basilica was completed in 1915 and designated the first Basilica in the United States by Pope Pius XI in 1926. Named to the National Register of Historic Places, the Basilica has been a prominent feature of the Twin Cities skyline for more than 85 years. For more information, please visit the Basilica's Web site at [www.mary.org](http://www.mary.org)

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