



PRESS RELEASE

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SEDA steps forward with launch of a new Logo & Website

At yesterday's bi-monthly show night the South Eastern Discotheque Association (SEDA) proudly revealed it's brand new corporate identity and website to its members.

Over the past 6 months, in much secrecy, the SEDA committee have been working on a completely new logo and website for the organisation. The new logo was chosen by the committee because it is fresh, vibrant and completely different to anything else being used in the industry at this time.

The new SEDA website has been designed from the ground up to be a portal for the Association as well as a central resource for industry news. Both members and guests can interact with the website by offering comments on the various news stories published and vote in online polls.

Ian Forest, the principal designer comments "*Although SEDA has had a website for some time, the new one really taps into Web 2.0 and offers a level of interactivity never seen before on a DJ association website.*"

John Kidd, Chairman adds "*We will continue our commitment to equip and develop our membership for the future and increase our influence on the industry. For 35 years SEDA has moved from strength to strength. These changes will help SEDA both now and in the future.*"

Notes for Editors

. Based in the South East of England, SEDA was set up in 1974 to promote a professional approach to the art of the DJ. The South Eastern Discotheque Association welcomes all styles and types of DJ, including mobile, club, video, radio and even bedroom DJs. We offer support and training to our members as well as helping to promote each business in general.

Anyone who books a SEDA approved DJ, will know that they are getting a quality professional with high standards.

- . Pictures of the event can be located here: <http://seda-online.com/gallery/>
- . Copies of the logo and banners can be found here: <http://www.seda-online.com>
- . The new website is located here: <http://www.seda-online.com>

Contact

Name: John Kidd (Chairman) **Tel:** 07931 117437

Name: Ian Forest (Web Designer) **Tel:** 07799 782764

SEDA – South Eastern Discotheque Association
Registered Address: 45 The Ridgeway, Boughton under Blean, Faversham, Kent. ME13 9BB