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## **Increasing Web Site Traffic with an Interactive “Web Hunt”**

**Woodbridge, VA, April 7, 2010** — One year ago, Belvoir Federal Credit Union launched its redesigned Web site to incorporate a personalized experience for members to drive home the “For everyday People. For Life” brand. To encourage new and existing viewers to visit the site, Belvoir Federal is launching an interactive web hunt that will run for forty-five days.

Through the flash-animated adventure, users are persuaded to “hunt” the Web site’s pages for nine slices to be entered to win spectacular prizes: one 5% 1-year certificate (maximum deposit \$15,000), two Washington Nationals baseball tickets for Father’s Day weekend, two season passes to Kings Dominion, and seven Family packages of AMC tickets with a concession gift card.

As the slices are acquired in the participant’s pie chart, the game pieces illuminate with color and a blurb is seen which explicates the benefits of the products Belvoir Federal offers in the specified life stage. In addition, a hyperlink opportunity is available for the viewer to take advantage of in order to learn more about an individual product or service.

Belvoir Federal Credit Union is a full-service, member owned, not-for-profit financial cooperative providing the foundation for the financial success of our Members. For more information about Belvoir Federal Credit Union, please visit our Web site at [www.BelvoirCreditUnion.org](http://www.BelvoirCreditUnion.org)

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