



## NEWS RELEASE

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### **TVS Launches New Website Featuring Inclusion, Employment and Feeding Our World**

**July 20, 2020 (Brevard, NC)** - Transylvania Vocational Services (TVS) is proud to reveal their new website showcasing their core competencies of “overcoming challenges and feeding our world.”

The website redesign offers a visual portrayal of TVS’ multifaceted business model as a social enterprise food manufacturer, powered by a workforce that is highly inclusive of people with disabilities and other barriers to employment.

The simple and relevant navigation leads visitors to stories that highlight TVS’ mission of offering meaningful employment at their manufacturing facility or with other businesses in Transylvania County, and the numerous life enrichment programs.

“There is a strong driving force behind ‘Feeding Our World’ and we want the public to have a better idea as to what our purposeful government contracts really do – they employ amazing people, feed the needy and help further our long-time mission of service,” said Ann Buchman, Vice President of Marketing & Growth.

The website meets all Web Content Accessibility Guidelines (WCAG) with large, easy to read text and a complimentary color scheme layout. The site also incorporates an accessibility widget offering other options such as a keyboard navigation tips and a text reader.

TVS is dedicated to providing easy access to any person, with any ability; creating the website with accessibility in mind adds another level to the organization’s commitment to serving people with disabilities. The website is designed for efficient access from any device whether it be a mobile device or computer.

The new website is full of vibrant images of TVS employees and processes on-site, as well as program participants and Employment Services clients engaged in activities and work in the community.

TVS used the services of Brevard-based David Simchock Photography ([davidsimchock.com](http://davidsimchock.com)), as well as a team from Good Cause Strategies ([goodcausestrategies.com](http://goodcausestrategies.com)), a marketing agency with experience in strategic positioning and website design for not-for-profit businesses.

#### **About TVS**

For more than 50 years, TVS has been dedicated to the meaningful employment and life enrichment of persons with disabilities and other barriers to employment. With just over 200 team members, the organization is the largest private manufacturing employer in Transylvania County and is Living Wage Certified by the Living Wage Coalition of Transylvania County.

TVS manufactures more than 20 dry food and beverage items under their Mountain Maid brand, which are purchased primarily by Federal Government agencies and distributed domestically to food banks, worldwide for humanitarian food aid and to Military locations that prepare food for U.S. service members. As part of their Federal contracts through the [AbilityOne program](#), TVS maintains a 75 percent direct labor ratio of individuals with disabilities. TVS is one of 750 nonprofit organizations in the [Source America](#) network that are dedicated to providing meaningful work for people with disabilities.

In addition to providing employment at their facility, TVS collaborates with the [North Carolina Vocational Rehabilitation Division](#) to find skills-matched jobs for individuals at other businesses in Transylvania County. TVS Employment Specialists provide skills assessment, job matching, job coaching and other services to best assist each person individually.

TVS welcomes everyone to learn more about what they do and why it matters by exploring the new website at [www.tvsinc.org](http://www.tvsinc.org)



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