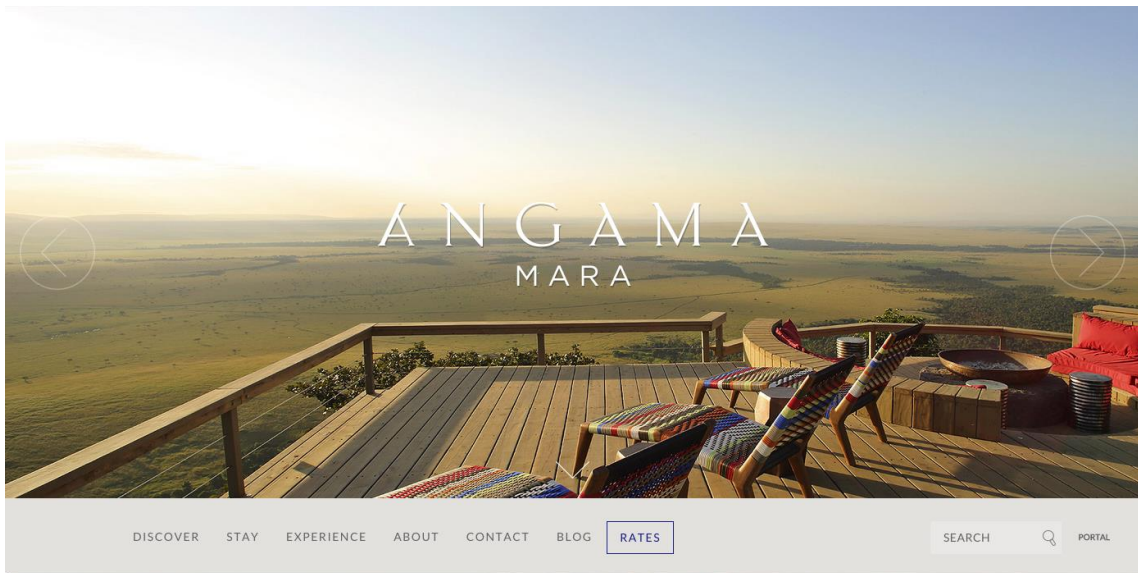


ANGAMA MARA

ANGAMA MARA LAUNCHES NEW WEBSITE



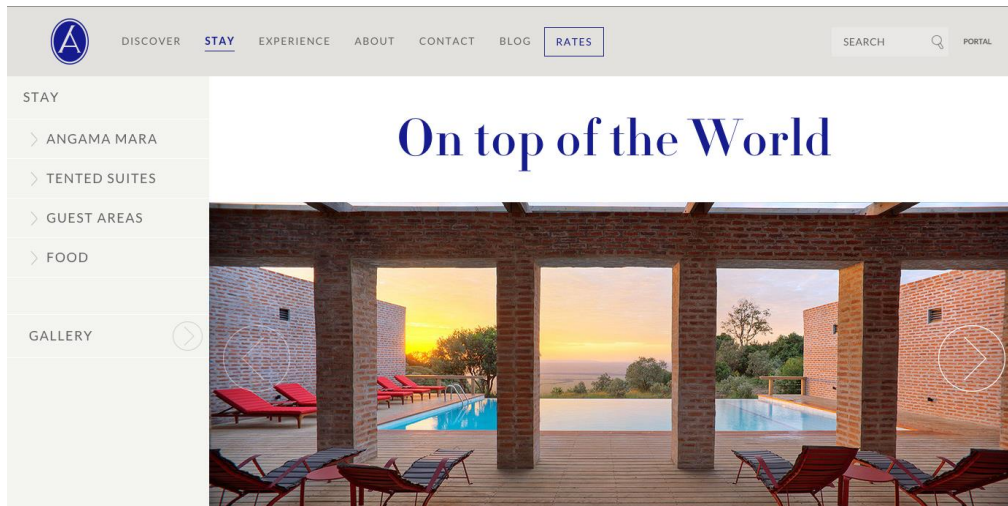
Maasai Mara, 22 July 2015 – Angama Mara is delighted to announce the launch of our new website, www.angama.com, featuring original imagery of the lodge which opened last month and overlooks Kenya's world-renowned Maasai Mara Game Reserve.

Said Nicky Fitzgerald, owner, "This website was created with both our travel partners and guests top of mind – a site to not only inform visitors but to get them dreaming of Africa. We aimed to achieve a fine balance between providing enough hard facts and, perhaps more importantly, portraying the soul of the lodge, what makes it tick and what makes it feel just a little different."

As could be expected from a lodge and setting of this nature, the website is visually heavy, and features prominent images of the creative work and high design of the glass-fronted tented suites, the Muthaiga Club-inspired guest areas and Pavilion, the Maasai culture and of course the incomparable views of the Mara below.

The site features [real time availability](#), so critical in planning long distance travel well in advance, and an information portal with downloadable content and high-res imagery.

Steve Mitchell, Director of Angama who led the project said, "I'm particularly excited about the day-planning tool, which showcases Angama Mara's flexible approach to a day on safari. It allows potential guests to visualize exactly what a day on the edge of the Rift Valley would be like: complete with a picnic on the Out of Africa kopje overlooking the Mara, a hot-air balloon safari floating over the Mara, or simply relaxing and doing nothing at all."



The site also includes a new look for Angama's blog, [Leaving Out The Dull Parts](#), with stories, musings and anecdotes from the Mara, and was designed by [Joanne Reidy](#), who strived to keep it crisp, clean and elegant.

Anne Scharlow of [Owl Studio](#) who managed the project, "We really wanted the website to capture the guest experience and give an idea of what it would feel like to stay at the lodge, focusing on the story-telling content in order to bring the lodge to life in a digital environment."

The site features lodge photography by [Stevie Mann](#), [Barney Trevelyan-Johnson](#) and [Sinamatella Productions](#), with special thanks to Will Taylor of [Khashana Adventure Travel](#), Karen Braby, Andrew Schoeman of [Africa Photographic Services](#), Marius Coetzee of [Oryx Photographic Safaris](#), and several partner properties for providing destination imagery.

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