



# Fond du Lac Band of Lake Superior Chippewa Reservation Business Committee

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FOR IMMEDIATE RELEASE

## Unveiling FDLBAND.org: Fond du Lac Band Drives Digital Evolution with Dynamic New Website

Fond du Lac Band of Lake Superior Chippewa – Cloquet, Minnesota (April 29, 2024) – In a proactive effort to modernize its online presence and elevate user experience, the Fond du Lac Band of Lake Superior Chippewa proudly unveils its new website, FDLBAND.org, on Monday, April 29, 2024.

Recognizing the importance of adapting to evolving digital landscapes, the Fond du Lac Band embarked on a journey to revamp its digital platform, spurred by the realization that its existing website had grown unwieldy over time. With an extensive repository of information, navigating the previous site had become a challenge for users. Hence, the Band embarked on a mission to offer a more contemporary look and seamless navigation experience to its community members and visitors alike.

The decision to overhaul the tribal website was conceived in 2019, marking the beginning of a comprehensive revitalization effort. Initial progress by the in-house web designer was briefly paused due to the onset of the COVID-19 pandemic. However, the Band's commitment to enhancing its online presence remained steadfast, leading to the engagement of external expertise.

In late 2021 and early 2022, the Fond du Lac Band partnered with Revize, a distinguished firm specializing in large government websites, to lead the redesign project. Collaborating closely with the Band's leadership, Revize, under the guidance of the former Communications Director for the Fond du Lac Band, Rita Karppinen, crafted a fresh design tailored to meet the community's needs.

Following careful planning and review by the Reservation Business Committee (RBC) in late summer 2023, construction of the new website commenced. By late November of the same year, all existing content was seamlessly migrated to the revamped platform, marking a significant milestone in the project's progress.

With thorough attention to detail, the Band's web designer, Steve Nicholas, meticulously fine-tuned each page, ensuring functionality, relevance, and aesthetic appeal. Continuous updates and enhancements ensued, leading to the completion of the website on April 1st, 2024. Since then, FDLBAND.org has undergone rigorous testing and optimization to ensure optimal performance.

The launch of FDLBAND.org marks a new era of digital engagement for the Fond du Lac Band, offering its members and the broader community a user-friendly gateway to information and resources. As the website goes live on Monday, April 29, 2024, the Band eagerly anticipates fostering greater connectivity and accessibility through its revitalized online platform.

**About Fond du Lac Band of Lake Superior Chippewa** Nagaajiwanaang, "Where the Water Stops," is the name of the homelands of the Fond du Lac Band at the time of the 1854 Treaty. We retained this name in Ojibwemowin for the present-day Fond du lac Reservation that was established under the 1854 La Pointe Treaty. Nagaajiwanaang (Fond du Lac Band) is one of the six Bands of the Minnesota Chippewa Tribe. There are three districts that make up the Fond du Lac Reservation: Bapashkominitigong (Cloquet), Gwaaba'iganing (Sawyer), and Ashkibwaakaaning (Brookston). Today, our Band includes over 4,200 members. We have always been, and continue to be, a proud sovereign Ojibwe nation. We uphold all of our rights retained and agreed to within the 1825, 1826, 1837, 1842, 1847, and 1854 Treaties.