

## HelpAge International

<http://www.helpage.org>



## About HelpAge International

HelpAge International helps older people claim their rights, challenge discrimination and overcome poverty, so that they can lead dignified, secure, active and healthy lives.

The organisation operates globally, with a multilingual audience of service users, donors, affiliates and ambassadors.

## The project

Chameleon Interactive has worked with HelpAge for over 4 years, delivering websites for many of their regional offices, as well as the Pensions microsite and various campaigns.

The most recent campaign, Make it Ageless, included custom-designed pages within the website, a virtual march and fully integrated social media activity on Twitter, and via a Facebook App.

The websites and campaigns are all powered by our Treeline Content Management System, which allows HelpAge to control their own content with a few simple clicks.

The sites include campaigning tools, a full store with donations functions, petitions, blogs, resource database, pension calculators, maps, quizzes, video and other multimedia - as well as highly customisable pages which allow the website to be consistently interesting and effective.

Chameleon Interactive also provide SEO services, content advice, hosting and consultancy.