



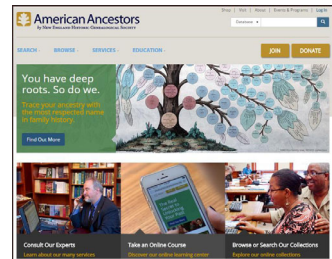
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A New AmericanAncestors.org Is Introduced by New England Historic Genealogical Society

December 9, 2014—Boston, Massachusetts—American Ancestors, created by New England Historic Genealogical Society (NEHGS), today announced the launch of a newly-designed Web site with a communique distributed widely to its membership and to the worldwide genealogy media. Located at the same address as the current site— www.AmericanAncestors.org —a new web design incorporates new branding elements for American Ancestors and features easier navigation to content, expanded data, and a redesigned shopping experience for its popular bookstore.



In a letter sent to all constituents of America’s founding genealogical society from D. Brenton Simons, President and CEO of New England Historic Genealogical Society, Simons stated “Already the most used genealogical society website in the country and among the top 50 most used family history websites in the world, AmericanAncestors.org is about to get even better!

“As the new website goes live, members will have access to more than 150 million new records and more than 250 million new names. We have added new features such as an enhanced record image viewer and the ability to “browse” as well as search databases. In addition, our new website is mobile friendly: it will instantly adapt to your smart phone, tablet, and other mobile devices so that you can research at any time, in any place with Internet access”, Simons added.

The navigation of the American Ancestors site has been simplified and the aesthetics improved to make accessing the society’s comprehensive resources easier and to show the vibrancy of the institution and its membership.

To help members get more acquainted with the new site after launch, American Ancestors has invited users to participate in a free webinar on Tuesday, December 16, in which the American Ancestors web team will demonstrate the new site and its features as well as take questions. The archived webinar will be available on the site afterwards for users to access following its first transmission.

To register for the webinar entitled “Using AmericanAncestors.org,” participants have been instructed to enroll at <https://attendee.gotowebinar.com/register/4099261186281082113>. Membership in New England Historic Genealogical Society is not required for enrollment in the free webinar.

Simons concluded: “As we enter our 170th year as the nation’s leading genealogical society, I am pleased that we continue to expand our resources and the ways we can help support the research of family historians around the country and, indeed, the world.”

ABOUT NEW ENGLAND HISTORIC GENEALOGICAL SOCIETY

The founding genealogical society in America, New England Historic Genealogical Society (NEHGS) was established in 1845. Today it has a national collecting scope and serves more than 75,000 constituents through an award-winning website, AmericanAncestors.org. Since 1845, NEHGS has been the country’s leading comprehensive resource for genealogists and family historians of every skill level. Today NEHGS provides constituents with worldwide access to some of the most important and valuable research tools anywhere.

American Ancestors is the public brand and user experience of NEHGS representing the expertise and resources for family historians of all levels researching their origins across the country and around the world. NEHGS’s resources, expertise, and service are unmatched in the field, and their leading staff of on-site and online genealogists includes experts in early American, Irish, English, Scottish, Italian, Atlantic and French Canadian, African American, Native American, Chinese, and Jewish research.

Expert assistance is available to members and nonmembers in a variety of ways. The NEHGS library and archive, located at 99-101 Newbury Street in downtown Boston, is home to more than 28 million items, including artifacts, documents, records, journals, letters, books, manuscripts, and other items dating back hundreds of years.

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