

NEWS

Moore & Van Allen Launches New Recruiting Website

08.13.2008

Moore & Van Allen is proud to announce the launch of its new recruiting website, www.mvalawrecruiting.com.

The new website demonstrates the Endless Possibilities the firm has to offer, showcasing its diverse attorneys, their complex work, living in the Carolinas, and the firm's approach to work/life balance and community involvement.

Moore & Van Allen's new recruiting website is targeted at attracting law school students to the Firm, and the region as a whole, through compelling visuals, interactive components and personal connections. Nearly all of the 100+ images on the site were photographed in NC/SC region as an opportunity to show off the Carolinas and all of the benefits to living in this community.

Each page of the site incorporates flash and other dynamics, such as a moving sky, an interactive map of the regions where the firm has offices and numerous audio/video functions. The site also includes a three minute video commercial produced by the Firm's Public Affairs team, which highlights several Moore & Van Allen attorneys and the Charlotte region, while integrating key themes found throughout the site.

In conjunction with the new website, MVA has also launched a face book page at <http://www.facebook.com/pages/Charlotte-NC/Moore-Van-Allen-PLLC/22699383282> This additional tool displays the corporate firm video, fans of the firm, their recruiting schedule and other useful information about the firm.