



The *Oxford American* magazine debuts a redesigned OxfordAmerican.org

LITTLE ROCK, AR - The *Oxford American* magazine will debut a website redesign on **Thursday, January 15**. The website, OxfordAmerican.org, will feature original reporting, short essays, fiction, poetry, and photography, as well as pieces of writing and art originally published in the *Oxford American's* print edition. This is the OA's first website redesign since 2011.

OxfordAmerican.org now has a design that reflects the magazine's overall identity, and the website has been reorganized for usability. Most notably, there is now a "Magazine" page devoted to showcasing the magazine's extensive archive. From this page, a user can access every OA cover and table of contents (and many articles) dating back to the magazine's founding in 1992.

The new OxfordAmerican.org was built and developed by Pixel Perfect Creative, a web design and development shop based in Little Rock, Arkansas, and was designed by *Oxford American* art director Tom Martin.

To celebrate the new website, the *Oxford American* will hold a contest from January 15 until February 15. Readers who share news of OxfordAmerican.org using hashtag #NewOA will be automatically entered to win an OA gift package (including a t-shirt, poster, hat, two-year subscription, and selection of OA back issues). Ten winners will be selected.

ABOUT THE OXFORD AMERICAN

The *Oxford American* is a national magazine dedicated to featuring the best in Southern writing, while documenting the complexity and vitality of the American South. Edited by Roger D. Hodge and billed as "The Southern Magazine of Good Writing," the OA has won three National Magazine Awards and other high honors since it began publication in 1992. The magazine has published the original work of such acclaimed writers as Charles Portis, Roy Blount, Jr., ZZ Packer, Donald Harington, Donna Tartt, and many others, while also discovering and launching the most promising writers in the region. For more information, visit oxfordamerican.org.