



AccessiBe Partner Announcement Press Release

The Way Up Creative Group LLC: Empowering Digital Accessibility through a New Strategic Partnership with accessiBe

MANSFIELD, TX, MAY 7, 2024 – In a move towards promoting digital inclusivity, The Way Up Creative Group LLC has announced its strategic partnership with accessiBe, the market leader in web accessibility. This collaboration underscores The Way Up Creative Group's dedication to empowering its clients to equalize the web experience to include people with disabilities, facilitating equal access to information and services online.

Through this partnership, The Way Up Creative Group is equipped to revolutionize its clients' approach to website accessibility. Leveraging accessiBe's cutting-edge ecosystem of solutions, The Way Up Creative Group can now empower its clients to not only meet accessibility standards but also prioritize usability for all users. This initiative highlights The Way Up Creative Group's dedication to making their clients' businesses more accessible to everyone, regardless of their abilities, fostering a culture of inclusion and equality in the digital space.

Beyond the ethical imperative, enhancing website accessibility positions The Way Up Creative Group's clients at the forefront of advanced AI, can expand their audience reach, enhance their brand reputation with a strong commitment to inclusion as a value, and can mitigate legal risks associated with non-compliance.

The Way Up Creative's integration of accessiBe's technology into its services enables comprehensive 24-hour monitoring and automated maintenance scans, helping to ensure that new and updated content remains accessible. Furthermore, The Way Up Creative Group's clients will benefit from monthly compliance audits, in order to maintain the highest web accessibility standards.

“Joining the accessiBe Partner Program was a no-brainer for us,” said Tracee T. Holloway, CEO of The Way Up Creative Group LLC. “We are proud to provide our clients with the ability to make their websites available to everyone, while also helping to achieve compliance and mitigate legal risk.”



We're proud to partner with The Way Up Creative Group as they navigate the vital journey of web accessibility, promoting digital inclusion," remarked Dekel Skoop, Co-founder and CEO of accessiBe. "By equipping them with the tools necessary to help make their clients' websites accessible to all, we're welcoming another ambassador of change into our fold. Together, we are amplifying our message of creating an inclusive digital world, resonating louder and reaching further, making a tangible difference in the lives of many."

About The Way Up Creative Group LLC

The Way Up Creative Group was founded as an integrated marketing communications agency in 2021 by Tracee T. Holloway, also known as "The Way Up CEO", who was also a Local Business Person of the Year Award winner in 2024 and 2022. The agency offers coaching and content marketing consulting to elevate brands. At The Way Up Creative Group, the mission is to take brands to new heights by providing customized branding, marketing, and public relations services to help brands communicate value and stand out. With a 20-year track record of success in various industries, Tracee combines experience with a faith-based approach to brand coaching and communication strategies to provide clients with the tools they need to achieve long-term success. Visit the website to schedule a brand elevation call with Coach Tracee at TheWayUpCreative.com.

For more information, visit www.thewayupcreative.com.

About accessiBe

accessiBe is the market leader in web accessibility, providing an ecosystem of solutions for any business. Trusted by over 200,000 websites, ranging from small businesses to industry leaders, accessiBe streamlines the process of making websites more accessible. Our solutions support businesses, agencies, and non-profits in embracing inclusion and reaching a wider audience while promoting accessibility in accordance with the Web Content Accessibility Guidelines and the Americans with Disabilities Act.

For more information, visit www.accessibe.com.