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Press Release

For Immediate Release

Newly Redesigned Michigan Works! Association Website Wins Award

LANSING, Mich. (October 5, 2009) – The Michigan Works! Association has garnered an Honorable Mention Silver award from the Michigan Society of Association Executives (MSAE) for its recently redesigned Web site www.michiganworks.org.

MSAE hosts a Diamond Awards banquet annually to honor excellence and innovation within the association industry in eight different categories. This year, eight entries were submitted for best Web site. Entries are judged on design, copywriting, content, navigation and use of technology.

"We are honored to receive recognition from MSAE. The Association's new Web site offers many useful tools and is organized to provide quick and direct access to information," said Luann Dunsford, chief executive officer, Michigan Works! Association.

The Association's Web site was designed by Firespring, a Web site development and marketing firm. The redesign was made possible by a grant in partnership with Firespring and the Digital Community Foundation.

The Association's new Web site features expanded content, a tool to find the closest Michigan Works! Service Center, and online event registration. The redesign incorporates a new brand identity and completely new navigational tools.

In its first 90 days, the Association's new Web site achieved a global reach that touched 98 countries on six continents. During this time, traffic climbed to nearly 4,000 visits per day, with nearly 400,000 unique visitors that recorded almost 1.5 million page views.

Established in 1987, the Michigan Works! Association fosters high-quality employment and training programs serving employers and workers by providing support activities and a forum for information exchange for Michigan's workforce development system.

For more information, visit www.michiganworks.org, or call 517-371-1100.

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