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Press Release

For Immediate Release

Michigan Works! Association Launches New Web Site

Enhanced resources on www.michiganworks.org include Michigan Works! Service Center finder tool, online event registration, newsroom, and dynamic map of Michigan Works! locations

LANSING, Mich. (April 28, 2009) – The newly redesigned Web site of the Michigan Works! Association, www.michiganworks.org, goes live today on the World Wide Web. The new site aims to extend the reach of the Michigan Works! System by serving a broad audience of members and the general public.

The 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.

"The redesign of the Association's Web site offers an integrated approach to getting information to our membership, in addition to offering information that is relevant for job seekers and employers," said Luann Dunsford, chief executive officer of Michigan Works! Association. "Our online visitors will now experience a more vibrant and seamless view of the Michigan Works! Association and its online resources."

In addition to a dynamic map and other useful tools, the new Web site offers users the opportunity to find information quickly and easily. The site is organized to provide quick and direct access to information.

New features on www.michiganworks.org include:

- A **Zip code finder tool** that appears in the middle of the home page. Visitors have the opportunity to type in a zip code to find their nearest Michigan Works! Service Center. When the zip code has been entered, all Michigan Works! Service Centers in the user's county will display; including contact information and location.
- A **dynamic map** allows users to click on a county from the map of Michigan to display Michigan Works! Agency and Service Center information. An alphabetical list of counties will also be available for the user's convenience.
- **Upcoming events** will be listed on the homepage rotate throughout all pages of the site, ensuring users can view and register for events at any point in navigation.
- Users have the ability to **register online** for all Association events. Payment is by credit card, electronic check and invoice.
- A **newsroom** that features current and past press releases and other relevant information for the media.
- A **photo gallery** that allows site visitors to view photos from past events, trainings and more.
- A **frequently asked questions** (FAQ) page that features popular questions the Association receives daily, via phone.
- An **interactive calendar** with a comprehensive listing of upcoming events.

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.

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 <http://www.michiganworks.org>, or call 517-371-1100.

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