



Contact: Malorie Kersten
Public Relations Coordinator
p: (517) 371-1100 x 208
e: kerstenm@michiganworks.org

For Immediate Release

Michigan Works! Association Receives Google Advertising Grant

LANSING, Mich. (July 7, 2008) – Michigan Works! Association, the association of Michigan Works! Agencies, announced today that it has received a grant through Google's AdWords program. The grant provides the Association free advertising on Google that links site users to the Michigan Works! Association Web site.

"The generous grant from Google will help connect Michigan employers and job seekers with the tools and resources listed on our Web site," said Luann Dunsford, chief executive officer of Michigan Works! Association. "Google is one of most used search engines and this grant allows our Web site to be more readily available to assist job seekers and our business partners."

Google has worked with Michigan Works! Association to put together sponsored ads that appear at the top or side of search pages when users type in certain keywords. For example, a Michigan Works! advertisement appears at the top of the screen after entering "career development" or "job assistance" into the Google search engine. After the user clicks on the advertisement, they are connected to the Michigan Works! Association home page where they can find additional information.

As part of its grant to Michigan Works! Association, Google will donate up to \$10,000 a month in ads. Ad costs are estimated based on the number of times people click on them. At \$1 a click, up to 10,000 people a month will be able to click on the Google-sponsored ads.

The Google Grants program supports organizations sharing Google's philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts. Designed for 501(c)(3) non-profit organizations, Google Grants is a unique in-kind advertising program harnessing the power of the Google AdWords advertising product. Google Grants has awarded AdWords advertising to hundreds of non-profit groups whose missions range from animal welfare to literacy, from supporting homeless children to promoting HIV education.

"The Google grant enables the Association to easily connect individuals across Michigan who are looking for information related to the Michigan Works! System," said Bill Stanek, chairperson of the Michigan Works! Association board of directors. "We are trying to make the process of connecting job seekers and employers easier and in order to move Michigan forward; we need to do everything possible to get the right tools in to the hands of the right people."

Michigan Works! Association is recognized nationally as the largest and most progressive workforce development association in the country. The Association's members are the Workforce Development Boards, Local Elected Officials, and Michigan Works! Agency Directors from all of Michigan's 25 workforce areas.

Michigan Works! Association was established in 1987 to foster 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>.

#

The Michigan Works! Association is an equal opportunity employer/trainer.
Auxiliary aids and services are available upon request to individuals with disabilities.