



WESTED WINS WEB MARKETING ASSOCIATION HONORS

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WestEd, a nonprofit research, development, and service agency, garnered a prestigious Standard of Excellence award for Outstanding Achievement in Website Development in the 2005 WebAward Competition. The annual competition, hosted by the Web Marketing Association, recognizes the standards of excellence for which all corporate websites should strive.

PR9.NET October 17, 2005 - WestEd competed against a record number of organizations, with more than 2,100 sites from 33 countries entering the contest. Websites were judged on design, innovation, content, interactivity, copywriting, navigation, and the use of technology.

"We are proud to accept this distinguished honor from an impartial agency that has analyzed our website and found it to be best in class," says Glen Harvey, WestEd's CEO. "It affirms our commitment to achieving the highest standards of excellence in research, development, and service for the communities we serve."

The judging panel for this ninth annual competition comprised distinguished webmasters, content providers, and other experts in media, advertising, and site design. The judges singled out WestEd.org's clean execution, wealth of pertinent information, and clear navigation.

Earlier this year, the agency's website also won an award from the Association of Educational Publishers (AEP). In a stiff nationwide competition, WestEd.org was awarded the Distinguished Achievement Award (DAA) for best organizational website.

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About WestEd

WestEd, a national nonprofit research, development, and service agency, works with education and other communities to promote excellence, achieve equity, and improve learning for children, youth, and adults. WestEd has 16 offices nationwide, from Washington and Boston to Arizona and California. Its corporate headquarters are in San Francisco. More information about WestEd is available at WestEd.org.

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