



AEO Association for
Enterprise Opportunity
THE VOICE OF MICROBUSINESS

FOR IMMEDIATE RELEASE

September 13, 2013

Contact: Celina Gradijan – FCM (858) 793-6694

Contact: Kimberly N. Alleyne – AEO (202) 650-5580 X56

AEO RECOGNIZED WITH INTERNATIONAL WEB AWARD *Standard of excellence award given in the category for nonprofits*

Washington, D.C. —The Web Marketing Association recently hosted its 17th annual international WebAward competition and the collaborative team from the Association of Enterprise Opportunity (AEO) and Full Capacity Marketing, Inc. (FCM) came out a winner with the Standard of Excellence award in the “nonprofit” category. The WebAwards are the standards-defining competition that sets industry benchmarks based on the seven criteria of a successful website including design, innovation, content, technology, interactivity, copywriting and ease of use.

"The WebAwards look into all aspects of website development; it's not just a beauty contest for websites," said William Rice, president of the Web Marketing Association. "Our expert judges evaluate the entire interactive experience and reward those sites that are best in their industry. The goal of the WebAwards is to both recognize the people and organizations responsible for developing some of the most effective websites on the Internet today and also provide valuable feedback to entrants on how their sites stack up against their peers and their industry's standards of excellence."

AEO is the national nonprofit and business trade association that represents the U.S. microbusiness industry and microbusinesses, those businesses with five or fewer employees. Its members are microbusiness development organizations (MDOs) and the microbusinesses/entrepreneurs they serve. The winning site was designed for AEO's recent campaign called One in Three which is based on research that reports that if just one in three Main Street microbusinesses hired just one worker, America would be at full employment.

AEO's President and CEO, Connie Evans said, "We had to have a highly functioning, engaging website for our One in Three Campaign that motivates people to take action. We have a lofty goal of reaching one million entrepreneurs with new capital and services to create 500,000 jobs within the next three to five years."

FCM developed the campaign website, campaign video, online fact sheet, and a back-end story submission section to collect stories and raise awareness in support of this national public education effort. FCM President and CEO, Celina Gradijan said, "We so admire Connie and her entire team for their vision and dedication to their cause. The website and all of its communication tools were inspired by their sheer passion and determination to make their mission succeed."

The One in Three Campaign is supported by the Sam's Club Giving Program. To view AEO's winning website, go to www.OneInThree.biz. For more information about FCM and its services for government and nonprofit organizations, go to www.FullCapacityMarketing.com. For more on the WebAwards, go to www.webaward.org

About Sam's Club Giving Program

The Sam's Club Giving Program supports community-based programs that help small business owners grow and empower young people and families. In 2012, Sam's Club and the Sam's Club Giving Program made cash and in-kind contributions of more than \$106 million, which included donating more than 43 million meals. Visit SamsClub.com/giving for more information.

###