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Award Winning Website Makes a Difference for African Children Affected by AIDS

Food4Africa's new website helps increase donations to feed children in Africa.

Johannesburg, South Africa, September 29, 2006 --(PR.COM)-- WSI (We Simplify the Internet) has honored the Food4Africa website (www.food4africa.org) with a 2006 WSI Web Award for Best Product Showcase at their Excellence and Innovation Conference in Las Vegas, Nevada. The site showcases the efforts of client Gordon Minott and his team from Food4Africa, to provide two nutritious meals a day for children with AIDS in Africa.

Over 2 million children in South Africa and more than 12 million children in Sub-Sahara Africa have been orphaned by HIV/AIDS. At present, Food4Africa has identified over 520,000 desperate and vulnerable children in South Africa that are in dire need of food. The Food4Africa organization is currently able to feed 13,800 children every day and assist an additional 1200 terminally ill adults.

Gordon Minott of Food4Africa worked with WSI Consultant Francois Muscat with the intention of increasing the organization's exposure on the Web and to help visitors to the site understand the dire needs of children in Africa. By increasing traffic to the site, Minott and Muscat hope to increase awareness of the cause, and, in turn, increase donations to the organization. The Internet provides Food4Africa with a medium to gain exposure and educate the public on the situation in Africa.

Minott stated, "It has been a very rewarding experience working with our WSI consultant Francois and his team. Through their knowledge and support, the visibility of Food4Africa on the Internet search engines has been improved beyond what we ever anticipated. As we go forward from month to month, we know that the number of children we feed increases due to the efforts of Francois, his team and the tremendous support from WSI."

By working with a WSI Consultant, Food4Africa was able to benefit from WSI's Internet Marketing focus, knowledge of Search Engine Optimization, and website traffic generation. Due to the excellent results the site has achieved, Minott feels that the non-profit organization received an excellent return on their investment, and great support from the WSI team. In the first month, the site received 1400 visitors, and by August, this number had grown by over four times per month.

The current goal for the site is to convert many of these site visitors into providing donations to help feed the children. Minott and Muscat plan to accomplish this by focusing the content of the site on how easy it is to donate, and how affordable the donations can be while still making a great impact. For less than \$3 USD donation per month a child can be fed two nutritious meals a day for a month.



Gordon Minott hopes that Food4Africa will spread to be an International initiative. The organization has divisions in the UK as well as South Africa, and has affiliates in Germany and the US, and through the global medium of the Internet, they intend to spread their cause around the globe.

"As Patron of Food4Africa my wife Eloise and I are proud to be involved in an international campaign that feeds thousands of malnourished children and orphans in South Africa," stated John Paul DeJoria. "We invite everybody to join us in making the world a better place for those in need. Please visit our award winning website and pledge a donation towards our cause. 'Success unshared is failure'."

Winning an award for Best Product Showcase in the 2006 WSI Web Awards is a great leap forward for Food4Africa. This accomplishment will help increase the visibility of the website resulting from promotion of the awards and the winning sites by WSI through their global network of over 1500 Consultants in 87 countries worldwide.

WSI introduced the first annual WSI Web Awards to showcase the best of the thousands of Internet solutions created each year by WSI Consultants using the customized services and products of the WSI e-Marketplace Production Centers and Authorized Suppliers. WSI had thousands of submissions of sites to be considered for the 2006 WSI Web Awards. Each site was scored and ranked by a global team of experienced Consultant site auditors, and sites with a score of 90 out of a 100 or over in their category were evaluated and short listed, resulting in 48 sites nominated as WSI Web Awards finalists. Sites were then voted on by the global community of 1500 plus WSI Consultants to determine the winners.

About Food4Africa:

Over 2 million South African children do not have access to sufficient nourishing food. Food4Africa is committed to supplying children with at least one vitamin and mineral enriched meal each day. Our vision sees the poverty stricken children of South Africa having a fully developed brain by 6 years of age the opportunity to develop a healthy immune system by the age of twelve so that they can contribute constructively to a sustainable future for all. Food4Africa has been a formalized organization since 2004 and is a project run by the Avril Minott Memorial Association (AMM) in association with 1000 Angels.

About WSI:

Through its network of over 1500 offices in 87 countries, WSI delivers thousands of e-Business solutions to small and medium sized businesses annually. Headquartered in Toronto, Canada, WSI provides affordable Internet related services and technologies that deliver maximum return on investment for businesses. As the world leader in providing Internet solutions to SMEs, making information accessible for all via the Internet is an essential component of our offering. For more information on how you can become part of the WSI global network of local Internet consultancy offices, please visit www.wsimarketing.com.

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For more information on Food4Africa, please contact Gordon Minott by phone at 27 (0)34 981 3735, by email at gordon@food4africa.org, or visit www.food4africa.org.

For more information on WSI, please contact Francois Muscat by phone at (27) 82 809 5655, by email at francois@wsiuniquewebdesign.co.za, or visit www.wsiuniquewebdesicn.co.za.

For information on the WSI Web Awards, please contact Heather Bischoop at 905-678-7588 x1220, via email at hbischoop@wsicorporate.com or visit www.wsiconsultants.com/webawards.asp.

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