



CHAMPION ON-LINE: The Champion offers a visually appealing and user-friendly website for its readers.

Champion part of SNA award for on-line product

Website "well designed and reader-friendly", describes judge

The *Champion's* on-line presence has won a top honour from Suburban Newspapers of America (SNA).

Metroland West Media Group's website — which includes the *Champion* and sister papers Burlington Post, Oakville Beaver, Flamborough Review and Niagara This Week — won a coveted first place from SNA.

The *Champion's* website placed first for Best Site Architecture and Overall Design, part of the 2007 SNA's Local Community Website contest. The award for Site Architecture and Overall Design was based on the website's usability, features and connection to the community it serves.

"I'm awarding a collective first place to Metroland West Media Group for excellent... execution," read the judge's comment, "of a well-designed and reader-friendly website that serves multiple communities, but gives each community customized content as well as shared relevant content."

"Each site enjoys toolsets and features that probably no single site could support or afford. But through the collective effort of Metroland West Media Group, all sites have no doubt taken a stride forward."

This is a prestigious award for the *Champion*, said Bill Rasmussen, director of interactive media for the Metroland West Media Group, adding the awards are reflective of a hard-working team.

"I'm proud of our growing team of dedicated Internet professionals, designers, developers, content managers and on-line marketing specialists. More features are coming to our sites soon, including the ability for members of the community to submit stories, photos, comments, ideas and videos."

The focus will remain on the local market, Rasmussen noted. The level of competition at the SNA awards is enormous as approximately 2,000 newspapers belong to the group across North America.

Investment required

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shops in Canada to make the necessary changes as soon as possible.

"Some may be reluctant because it requires an investment of time and money," he said, pointing out each of the 36 Maaco locations in the country will have to invest between \$10,000 and \$100,000 for changes to accommodate the low VOC paints. "Yet more importantly, it's a matter of environmental sustainability. Reducing emissions requires a collaborative effort and I challenge my industry counterparts to do their part to reduce air pollution as soon as possible."

Melanie Hennessey can be reached at mhennessey@milton-canadianchampion.com.

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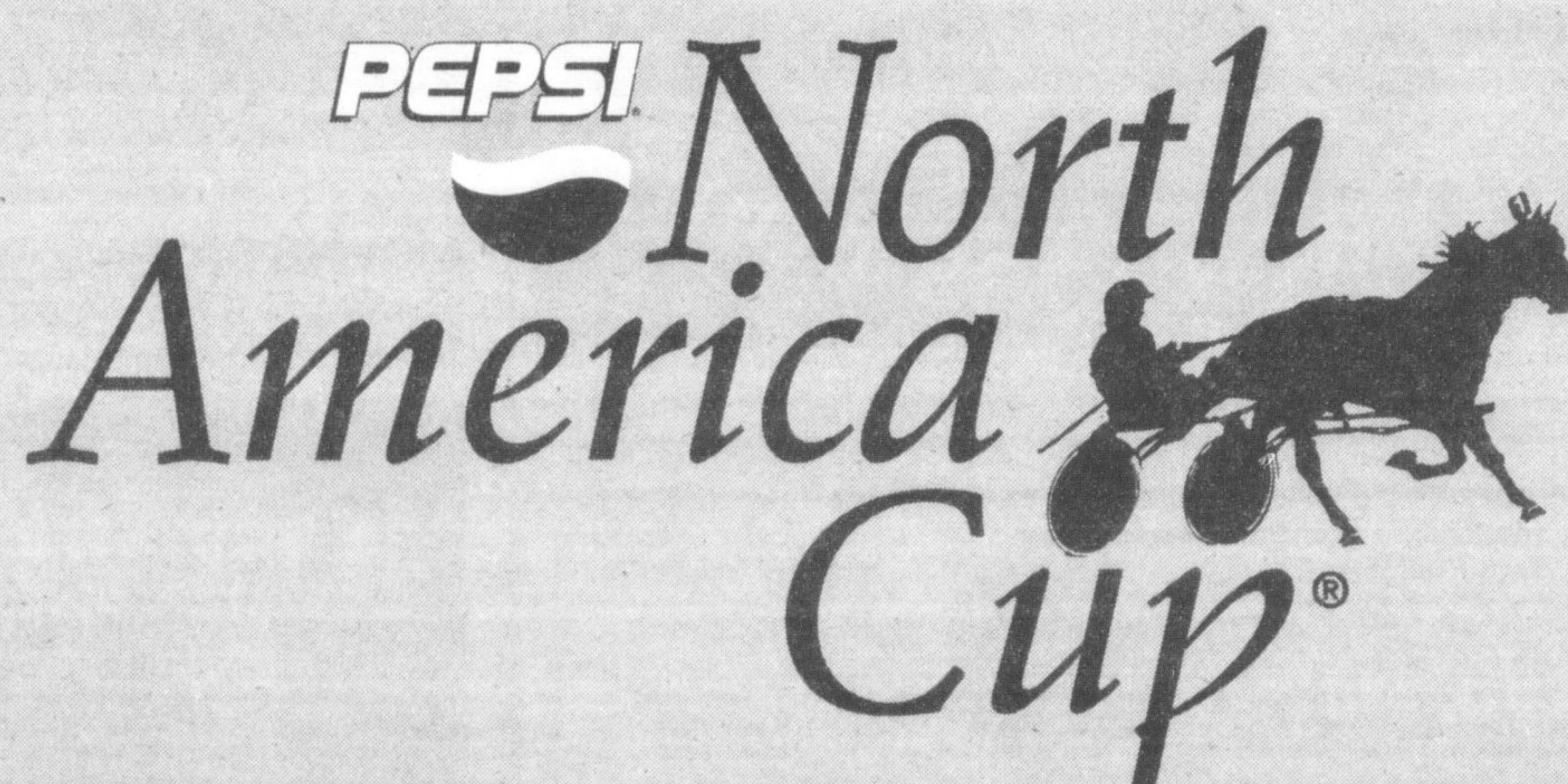
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