

PRESS RELEASE

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Copper Country Focus on the First Five Selects Opus Web Technologies for New Web Site Development

Houghton, Michigan (May 20, 2002) - Opus Web Technologies is announcing today that they have been selected by Copper Country Focus on the First Five, an area coalition funded by a grant from the Michigan Department of Education's All Students Achieve Program – Parent Involvement and Education project. Copper Country Focus on the First Five works to enhance school readiness for young children.

The new site, to be located at coppercountryparenting.com, will provide parents of children age birth to five with information about area events, resources and information pertaining to early learning for young children.

"This new site will be a wonderful resource for parents with young children," said Emilie Krznarich, Focus on the First Five coordinator. "Not only will parents be able to learn about fun, educational resources available in this area, but they'll also be able to access a wide range of national Web sites, many of which offer very practical information about early learning and brain development."

Krznarich said one of the neatest things about services through Focus on the First Five is that they're available to all area families with children age birth to five, regardless of income or other factors.

Jeffery Primeau, co-founder & director of marketing/communications at Opus stated that their firm was excited to hear that Focus on the First Five was interested in an informational-based Web site.

"When I heard of their organization and overall mission, it was clear that they had a wealth of information and many ideas of what they wanted. When you have the magnitude of information/data of an organization such as Focus on the First Five, it becomes a real intense challenge to integrate it all into a Web site, and that's where we come into the picture."

Besides providing links and a calendar of events, the Web site will describe a variety of services offered through Copper Country Focus on the First Five, a group comprised of five non-profit human-service agencies. The five main local partners are the Copper Country Intermediate School District, B-H-K Child Development Board, Keweenaw Family Resource Center, Western U.P. District Health Department and Copper Country Mental Health Services Institute.

Krznarich also stated that the key here is that all families can benefit from preparing their youngster for success in the school.

Coppercountryparenting.com is targeting a July 1st launch date.

Founded in 1996. Opus Web Technologies leverages Web development strategies to help companies and organizations approach the Internet. The firm delivers a host of Web-based solutions including strategy, design, programming and agency-side assistance. Opus Web Technologies, a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock, and is headquartered at 314 Shelden Avenue in Houghton. Some existing Web clients include Bruce Rukkila, CPA, Domitrovich Realty of Ontonagon, Econo Foods, Houghton County Road Commission, ImageMaster Financial Publishing (Ann Arbor, Chicago, Minneapolis and New York), Portage Health System, RE/Max Douglass Real Estate, and ThermoAnalytics, Inc.

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