



For Immediate Release contacts:

Matt McCoy, 262-789-0966

[www.lanex.com](http://www.lanex.com)

01-16-2008

## **LANEX LLC AWARDED BIG BROTHERS BIG SISTERS WEB RE-DESIGN PROJECT**

Local eBusiness firm, Lanex LLC, was recently awarded a website redesign project for the local chapter of Big Brothers Big Sisters. Lanex is looking forward to working with BBBS of Metro Milwaukee.

“The site has so many possibilities, not only graphically, but functionally as well,” Creative Director, Jake Rohde stated, “Their current site is not flexible enough for them. They needed a company that could give the site a design facelift, as well as that extra flexibility on the backend that they were looking for. That’s where Lanex comes in; we specialize in offering great design mixed with a flexible structure to allow people the access to take control of their content, update it, and keep their site fresh.”

The new site will address the problems BBBS of Metro Milwaukee was having with their current site by offering a new site design with a custom content management system. The new design will have changeable elements, allowing BBBS to update imagery from season to season, or as new Ad campaigns are created. BBBS will have a host of backend administrative tools allowing them to update the site very easily. The backend tools will allow them to control the site content, imagery, navigation, and much more.

“The ultimate goal of the site will be to help BBBS reach volunteers and donors.” Said Project Manager Stacy Sandee, “It is very rewarding working with such a great non-profit organization like the Big Brothers Big Sisters. It feels good to put our technical minds to work in order to help an organization facilitate their needs which allows them to continue to do great work in our community.”

[www.lanex.com](http://www.lanex.com)

[www.bbbsmilwaukee.org](http://www.bbbsmilwaukee.org)