



Cross-Generational Marathon Team "26 385 4 Defeating ALS" Raises Over \$6,000 - WebArtNTech Provides Web-Based Services for Nation-Wide Marketing Effort

Through the web design and marketing services of WebArtNTech, ALS support and research organization continues to receive donations for defeating ALS.

East Brunswick, NJ (PRWEB) April 29, 2006 -- In the Green Bay Wis. Marathon on May 21st, a team of runners and walkers ranging in age from 13 to 75 years old are coming from New Jersey, from Texas, from Ohio and Indiana and Illinois, and from throughout Wisconsin to raise awareness and funds to find a cure for Amyotrophic Lateral Sclerosis.

Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease, is a fatal progressive neurodegenerative disease that attacks the motor neurons making the simplest movements - walking, talking, gesturing, swallowing - nearly impossible. There is no known cause and no cure.

Working with the ALS Association of Indiana, WebArtNTech developed a campaign using the power of web-based and traditional marketing techniques, including a website (www.defeatingals.com), search engine optimization (SEO), a brochure, sponsor form, direct mail campaign and email newsletter. Press releases for nation-wide distribution were coordinated with Peter Geniesse, former editor of the Appleton Post-Crescent and author of the book Cuc, Flower of the Delta. An event t-shirt, sporting the phrase "26 385 4 Defeating ALS", is also available for sale on the website. The explanation of the phrase is described on the t-shirt back.

The ALS Association is the only national not-for-profit health agency dedicated solely to the fight against ALS through research, patient and community services, public education, and advocacy. The Association's affiliate network includes chapters in communities throughout the nation.

WebArtNTech (www.webartntech.com) provides web design, SEO and consulting services for businesses large and small throughout the U.S. The company designs and manages websites for law firms, interior decorators, bio-pharmaceutical consulting firms, writers, retail companies and others.

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