

## **‘Detroiters Working for Environmental Justice’ Selects Five Sparrows for Web Site and Marketing**

HARTLAND, MICHIGAN, May 3, 2005— Five Sparrows, LLC today announced a new web site development agreement with Detroiters Working for Environmental Justice (DWEJ), a non-profit environmental advocacy group focused on the impact environmental waste has on the workforce, community residents, the urban ecology, and the city’s youth.

“DWEJ addresses all kinds of environmental issues that affect the citizens of Detroit, and is a leading community advocate in educating the public about environmental hazards and toxins, such as lead poisoning from old paint in many Detroit homes,” said Lauren Hobson, president of Five Sparrows. “We’re putting together a creative, purpose-built web site that includes educational information, available resources, program descriptions, and even online donation capabilities.”

[Five Sparrows, LLC](#), is a web site and marketing services firm that primarily works with small businesses, start-ups, and non-profits. Five Sparrows specializes in helping its clients use the Internet in combination with other traditional marketing methods to increase media presence and exposure while keeping overall marketing costs down.

Hobson also anticipates working with the group on web site promotion and marketing strategies to help raise awareness about DWEJ and its mission. The programs at DWEJ provide vital training and information to the community about hazards they may face and inform them of their rights and responsibilities in dealing with them.

“DWEJ was formed for the express purpose of addressing the disproportional burdens faced by people of color and low income residents in environmentally distressed communities,” said Donele Wilkins of Detroiters for Environmental Justice. “We train people about potential hazards, and also how to recognize discriminatory problems of health, safety, and environment and what to do about them.”

### **About Detroiters Working for Economic Justice**

Detroiters for Economic Justice was established in September of 1994 and is a coalition of community leaders, academia, environmentalists, and others committed to restoring the city to a good place to live. DWEJ also supports the development of leadership among young people through training and employment opportunities. For more information, call 313.821.1064.

### **About Five Sparrows**

Five Sparrows specializes in web sites and marketing services for small businesses, and also provides marketing consulting, web hosting, complete search engine optimization, and content management systems. Five Sparrows also provides graphic design and traditional advertising and marketing collateral including brochures, newsletters, data sheets, and promotional products. Five Sparrows is located in Hartland, Michigan. For more information, call 810.923.1874 or visit <http://www.fivesparrows.com>.

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