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**Gordon Flesch Charitable Foundation  
Helps make Web Sites Accessible for Visually Impaired**

**MADISON, Wis. (July 16, 2008)** – The Gordon Flesch Charitable Foundation donated \$3,500 to the Wisconsin Council of the Blind and Visually Impaired on July 8. The donation will help fund the Council’s “Accessible Web Sites 101” project.

Established in 1952, the Council promotes the independence and dignity of Wisconsin residents who are blind or visually impaired by providing services, advocating for legislation and educating the general public. The “Accessible Web Sites 101” project will provide training and consultation to Web masters in the Madison area to help make Internet sites accessible to blind and visually impaired persons. The six-hour workshop focuses on teaching design techniques that help make Web sites “readable” by special software blind and visually impaired use to listen to site content. The design techniques include use of color, choice of font types and sizes, page layout, labeling graphics and creating forms.

“At this time, most non-profit, government and business Web Sites are not accessible to the visually impaired,” said Melanie McIntosh, grant coordinator for the Council. “The donation from the Gordon Flesch Company will help us provide training in basic coding and design, as well as a ‘best practices’ manual for developing visually impaired accessible Web Sites.”

Remaining true to the company vision to “serve the communities where we work and live,” the Gordon Flesch Charitable Foundation, Inc. has donated more than \$800,000 to various charities and organizations in Illinois, Indiana, Ohio and Wisconsin since its inception in 2002. Each year, grants totaling \$100,000 are awarded throughout the communities where the Gordon Flesch Company does business.

“The creation of the Charitable Foundation formalized a spirit of generosity that has been part of the Gordon Flesch Company culture since the beginning,” said Ann Myers, president of the Gordon Flesch Charitable Foundation. “It is a reflection of the company’s awareness that we make a living by what we get, but we make a life by what we give.”

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The Gordon Flesch Charitable Foundation, Inc. is led by a board of four employee volunteers. The charities are selected from nominations submitted by individual associates throughout the Gordon Flesch Company. Organizations, large and small, that provide assistance to those suffering from disease or recovering from disaster are given priority attention.

Experts in office equipment, technology products, leasing and onsite services, the Gordon Flesch Company has been in business for more than 50 years. As one of the nation's largest independent digital office equipment dealerships, the company employs more than 700 people throughout 20 offices in the Midwest.

Technology that works. People who perform.