PRESS RELEASE

Contact: Toni Grundstrom

Public Relations Liaison, WeCo (The Wehrman Collaborative)

toni@theweco.com

855-849-5050, ext. 5

August 22, 2013

For Immediate Release

WEBINAR HIGHLIGHTS WHY DISABLED END-USERS NEED WEBSITE ACCESSIBILITY

WeCo will be inaugurating a new webinar series Aug. 27, 2013 aimed at helping businesses understand what an accessible web presence is. The first webinar offered will be "The E-World of People Living with Disabilities," which will be divided into two parts. The first part will be presented by WeCo President and Founder, Lynn Wehrman, who will discuss the challenges and advantages of assistive computer technologies, as well as how the most commonly used assistive technology devices interact with software programs and the Internet. Highlighted assistive technologies will include screen readers, speech recognition software, non-handheld pointer devices and modified keyboards.

The second webinar will be a panel discussion and question and answer session with WeCo's leading Certified Test Consultants (CTCs). WeCo's most valued asset, the CTCs, are what set WeCo apart from other accessibility testing services. These disabled professionals test webpages and e-documents for WeCo's clients. This system ensures that each client gets a viable human-based assessment of the accessibility of their web presence, rather than simply relying on automated testing services.

It is WeCo's hope that this webinar will help organizations become more aware of how their customers with disabilities access the goods and services they offer. The US Census Bureau reports that 56.7 million Americans, nearly one in five, live with some form of disability. Of the 37 million who are severely disabled, 6.6 million have a serious visual impairment, 10.6 million have a serious auditory impairment, nearly 20 million have serious ambulatory or fine motor issues and over 14 million have cognitive issues. All of these disabilities radically affect how a person accesses goods and services online, resulting in a sizable market share for any company willing to make their website accessible. These users also constitute a very large audience that government organizations must reach in order to fulfill federal mandates.

Based in St. Paul, Minnesota, WeCo is a mission-based, for-profit organization. While creating a strong accessibility learning environment for your organization, we also provide professional employment to

people who live with disabilities. Considering that up to 80% of people living with disabilities are either unemployed or employed below their education and capability levels, the work WeCo does is even more uplifting and important. WeCo is recognized by the State of Minnesota as a Disadvantaged Business Enterprise. In WeCo's first year in business they were featured in the MarketWatch Wall Street Journal, Google Finance and Tech{dot}MN. Find more about the company at theweco.com.

###