

For Immediate Release
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Small Box Web Announces Inaugural 24-Hour Web Project, A Web Challenge Benefiting Second Helpings

Indianapolis, IN (June 29, 2009)- [Small Box Web Design](#) announces the first annual [24-Hour Web Project](#) benefiting [Second Helpings](#), an Indianapolis non-profit that prepares and distributes free, nutritious meals to thousands of hungry children and adults daily. Both the Small Box and Second Helpings teams will come together for 24 contiguous hours to redesign and develop a new, dynamic Web site for the non-profit. Kick-off for the event is on July 15th at 12 noon at Second Helpings and will end on July 16th at 12 noon.

The Challenge

Inspired by [Full Code Press](#), an event that recently took place in Australia, Small Box decided to bring the generous concept to Indianapolis. The premise of the 24-Hour Web Project is to choose a local non-profit in need and assemble a team to develop an effective Web site - rising to the occasion of a 24-hour challenge to raise awareness for the nonprofit as well as get donations in the process.

Jeb Banner, Small Box CEO is very excited about the challenge, "Second Helpings is an extremely positive non-profit in our community and we are proud to have chosen them for the 24- Hour Web Project. It's the perfect opportunity to spread the word about a great organization and create a Web site that will help build awareness. "

The team will have 24 hours to design, develop, implement search engine optimization and launch the new site - no exceptions or extensions. The only information the team has been provided is the name of the nonprofit, an approved site map and photography.

Ben Shine, Marketing Coordinator for Second Helpings is very grateful for the new site, "We have been desperate for a new and improved Web site for many months but haven't had the funding or the team. We are so lucky that Small Box has chosen us and are thrilled to get a brand new site in 24 hours.

"Small Box does exceptional work and we're looking forward to collaborating to create a first-rate, enlightening site."

A celebratory unveiling will be held at Second Helping on July 16th at 12 noon.

To learn more about the 24-Hour Web Project, visit 24HourWebProject.com

About Small Box Web

Small Box is an Indianapolis, Indiana based Web design and Web development company that provides professionally designed Web sites as well as Internet marketing, social media marketing, search engine optimization (SEO) and new media consulting services for organizations and agencies throughout Indiana and the Midwest.

(SmallBoxWeb.com)

About Second Helpings

Second Helpings, Inc. accepts donated perishable and overstocked food to prepare nutritious meals for thousands of hungry children and adults every day and distributes them, free of charge, through local social service agencies in the greater Indianapolis area. Second Helpings also trains unemployed and underemployed adults for meaningful career in the culinary industry. (SecondHelpings.org)

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