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**Children's Charity Partners with Web Usability Specialists to Increase Awareness for Golf Fundraiser**

*Nikki St Germain Memorial Golf Tournament partners with Realskies Inc., a web design / usability firm, to increase awareness for the Voices for Children charity in San Diego. Using Search Engine Optimization and User-Centered design, Realskies has greatly increased awareness of the event.*

**/24-7PressRelease/** - ESCONDIDO, CA, June 20, 2008 - Realskies Web Design has partnered with the Nikki St Germain Memorial Golf Tournament to raise money for Voices for Children, a nonprofit organization dedicated to ensuring that abused, neglected, and abandoned children in San Diego County are provided a safe and permanent home.

Nikki St Germain was a local San Diegan with a strong passion for helping those less fortunate than herself. She rose to the rank of Vice President of Voices for Children before being diagnosed with Pancreatic cancer in 2004 and passing on Mother's Day 2005.

The two most important things in Nikki's life were family and giving back to the community. She was especially passionate about giving back to kids burdened with challenges and lack of opportunity. She would be extremely proud and pleased to know that her family has chosen to keep her memory alive through this golf tournament as they continue to make a difference in the lives of San Diego children.

Realskies Web Design has brought a technological edge to the tournament fundraising by building a website that is both user-centered and purpose-driven (i.e. increasing contributions and participation). Their holistic approach employs elements of research completed in the field of Human-Computer Interaction, advanced Search Engine Optimization techniques and a myriad of online viral marketing strategies, vastly increasing the awareness and ability of supporters to participate in the NJS Memorial Golf Tournament.

The event takes place on Saturday July 19th, 2008 at the Vineyard at Escondido. Please visit [www.njsgolf.com](http://www.njsgolf.com) for more details. July 1st is the deadline for entries.

If you would like to find out more about Voices for children please visit [www.voices4children.com](http://www.voices4children.com)

[www.njsgolf.com](http://www.njsgolf.com)

Check out Realskies Web Design at [www.realskies.com](http://www.realskies.com) or

give them a call: 1-800-260-5404.

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