

FOR IMMEDIATE RELEASE:

The Native American Environmental Protection Coalition Pushes Envelope of Environmental Outreach and Education in New Web Site Launch

SAN DIEGO, Calif , February 16, 2010 -- A new level of transparency and education outreach was ushered in today for tribally-chartered environmental organizations. YugiiDesignGroup, a Southern California-based interactive marketing firm, announced the formal debut of its latest project, the Native American Environmental Protection Coalition (NAEPC) agency website.

NAEPC, a tribally-chartered coalition of sovereign tribal governments, is based in Temecula, California. It provides education training, information dissemination, and acts as Tribal Liaison for U.S.-Mexico border tribes. Its member tribal governments encompass the San Diego, Riverside, and San Bernardino County regions, as well as U.S.-Mexico border tribal lands.

Formally established in 1997, NAEPC was designated a 501(c) 3 non-profit organization in 2006. It is currently funded by the U.S. Environmental Protection Agency, and provides crucial training for environmental protection programs on sovereign tribal lands. Since its inception it has been a champion of environmental justice, providing intertribal collaboration opportunities and resources on a much larger scale due to the intertribal alliances that have been built and solidified in this time.

One of NAEPC's most recent accomplishments includes its designation as Tribal Liaison in the Border 2012 Program co-sponsored by the United States and Mexico. Other notable programs include grant-funded programs aimed at establishing and expanding comprehensive plans for air, recycling, chemical emergency preparedness, administration, and waste reduction and prevention.

NAEPC's new website takes advantage of social media tools like Facebook, RSS feeds, an interactive event calendar, and a community forum to build upon its goal of empower its constituencies. With the aim of reaching a larger local and national audience, NAEPC's innovative site provides streamlined access to information and offers a rich user experience.

Additional highlights from Naepc.com will include:

- Facebook Fan Page: Engage younger audiences and builds a fan base.
- RSS feeds: Encourage interactive use and email/browser integration of community forum feeds. Also hosts an EPA Region 9 dynamic news feed.
- Interactive Event Calendar: Dynamic calendar lists events as they are added, provides event details and a map, and simplifies administrative updates.
- Community Forum: Streamlines the forum with updates and implementation of a new Email Digest feature enabling users to obtain email subscriptions of updated categories.

Please visit <http://www.naepc.com> to interact with NAEPC one-on-one and get more information.



About YugiiDesignGroup

YugiiDesignGroup (YDG) is an interactive marketing firm based in San Diego, California. With an emphasis on interactive development, social media, and open source technologies, our mission is to give clients a new perspective of their business. With the long-term goal of promoting sustainable (brand) development and healthy B2B relationships, we work with clients across many industries, including non-profit organizations, small businesses, and government sectors. For more information on how we are making a difference, please visit our website @ <http://www.yugiidesigngroup.com>.

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