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**[GENESISMISSION.JPL.NASA.GOV](http://GENESISMISSION.JPL.NASA.GOV) NAMED INDUSTRY'S "OUTSTANDING SITE"  
FOR EDUCATION WEB SITE EXCELLENCE**

Mid-continent Research for Education and Learning (McREL) today announced that the Web Marketing Association, Inc., an independent organization devoted to recognizing excellence in Internet Web sites, has named McREL's education and public outreach site for NASA's upcoming Genesis mission <http://genesismission.jpl.nasa.gov> an Outstanding Web Site in its 2000 WebAward competition.

Recognized for its utility and design above and beyond the standard of excellence for Web sites, the Genesis mission site was specifically cited for its ease of use in getting people involved in a NASA mission and its rich content for educators. Winning Web sites were chosen based on seven criteria: design, innovation, content, technology, interactivity, navigation and ease of use.

According to Dr. J. Timothy Waters, president and executive director of McREL, "We are both excited about and proud of our work with the Jet Propulsion Laboratory (JPL) and NASA. The Genesis Web site serves as an excellent example of what can happen when educators and scientists collaborate to develop rich science content and make it available in a dynamic digital format."

As part of its education and public outreach service to JPL and NASA, McREL provides design, development, and maintenance for the Genesis mission site. From Web design and standards-based product development to strategic and nontraditional



marketing solutions, McREL [www.mcrel.org](http://www.mcrel.org) , a contractor to the U.S. Department of Education as a regional research and development laboratory since 1966, has engaged educators in innovative learning and collaboration that leads to a diverse range of products and services. Since 1998, McREL has been responsible for providing opportunities to students, teachers and the public to interact in the NASA Genesis mission experience, extending NASA resources to further meet the needs of its educator and public audiences in a more targeted, cutting-edge and effective manner.

“The Genesis Web site exemplifies an unprecedented approach to education and public outreach for a NASA mission, and we are excited to serve as the designers and developers of this education-rich site. By linking the National Science Education Standards to the Genesis mission, McREL provides quality materials for today’s science classroom in a medium that is accessible to all educators worldwide,” noted McREL Vice President of Field Services Brian McNulty.

According to the Web Marketing Association, Inc., “Many Web sites win awards, but few awards recognize the individual achievement behind the creation of today's top sites.” Since 1997, the Web Marketing Association, Inc. has sought to judge Internet Web sites against peer sites within their industry and to identify those sites that improve the quality of Internet use worldwide. The Genesis mission Web site was nominated for a WebAward [www.webaward.org](http://www.webaward.org) by Viewmark, Inc., a Denver-based new media communications company.

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Notice to Editors:

McREL, based in Aurora, Colorado, is a private, nonprofit organization whose purpose is to improve education through applied research, product development, and service, primarily for K-12 educators, to promote the best instructional practices in the classroom.



NASA's Genesis mission, which is scheduled to launch in mid-2001, will send a spacecraft with the super-clean canister into an area of space where the gravitational fields of the sun and the Earth cancel each out. Once in orbit there, the canister will open and unfold ultra-pure collectors, which will trap "wind-borne" particles from the solar wind for two years. At the end of that time, the canister will stow its collectors and return to Earth. Genesis represents the first sample return mission in the new millennium. Eventually, its cargo of solar wind particles will be sent to the Johnson Space Center clean room in Houston, Texas and stored for analysis.

More information about NASA's Genesis mission and McREL products and services that support the mission may be found at <http://genesismission.jpl.nasa.gov> .