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10 Project LIFT takes off with website launch

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BY MARLENA FANT
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Project LIFT, a program that helps at-risk teens overcome mental health and substance abuse issues while also teaching them skilled trades, is boosting its outreach efforts with the launch of its new website, www.projectliftmc.com.

Bob Zaccheo, founder of Project LIFT, created the program this year to address certain mental health issues that affect teens from all different backgrounds.

Members learn a skilled trade while undergoing the therapy needed to remain sober and clear-minded.

This gives them the mindset and responsibility to make better decisions while providing them with valuable skills in auto repair, tiling, plumbing, and carpentry.

The new website is a hub of information about the organization with the goal of promoting community involvement. The site contains information on Project LIFT's mission, member activities



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Project LIFT Founder, Bob Zaccheo, bottom right, with members of the organization during their latest community project.

and photographs of recent projects.

Project LIFT is funded by family foundation grants and community donations.

The website launch was

a group effort, with many organizations donating their time and expertise to the project.

Courtney Perets, a student at the University of

Florida and intern at The Firefly Group during the summer of 2010, designed the organization logo and Lisa Swyryn, owner of web design company Commu-

nigraphics, designed the website.

"I love that I was able to design the website for Project LIFT," Swyryn said. "It stands for such a great cause and will continue to positively enhance our community."

Rob Ranieri from The Firefly Group has supported Project LIFT from the very beginning, assisting Zaccheo on a pro-bono basis with the design and marketing of the program and copywriting for the website.

"When I first heard about the idea for Project LIFT, I knew that it was something I had to be involved in. I wanted to help Zaccheo and the Project LIFT team as much as possible," Ranieri said.

For more information, visit www.projectliftmc.com, find us on Facebook (www.facebook.com/ProjectLIFT), or call Bob Zaccheo at (772) 359-2554.

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