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July 28, 2009

CONTACT: Jennifer Stein, 623-930-2958
Marketing/Communication

CITY OF GLENDALE DEBUTS ON YOUTUBE

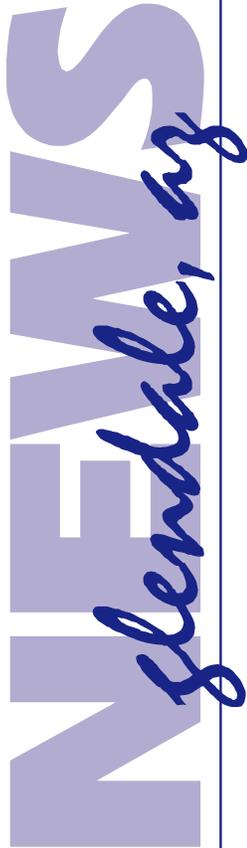
GLENDALE, Ariz. – The award-winning shows from Glendale 11 have gone viral. Viewers can now find and share their favorite Glendale 11 shows and videos on the cable channel’s new official YouTube channel – www.youtube.com/myglendale11.

The channel, which joins the city’s growing network of social media outlets, serves as an online hub for Glendale 11’s programming to the YouTube audience. An ever-updating library of videos will be available on a regular basis, and fan favorites will continue to show up in the rotation. The channel allows worldwide users of this widely popular Internet tool to connect with the city of Glendale as well as see firsthand all it has to offer.

The launch of this channel also gives the city the opportunity to capitalize on viral video marketing, allowing users to share great Glendale 11 videos they see and pass them along, thus exposing more viewers.

“YouTube is a great medium to use to showcase our award-winning programming,” said Julie Frisoni, assistant deputy city manager. “Sharing Glendale 11 videos online also exposes a potential worldwide audience to the benefits of visiting, investing and living in the City of Glendale.”

Glendale has also joined Facebook and Twitter as ways to market and communicate important information. Glendale is one of a few Valley cities using these free, online social networking tools to reach out to residents and one of the first in the West Valley to have a presence on Facebook,



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City of Glendale
5850 W. Glendale Ave.
Glendale, AZ 85301
(623) 930-2960
www.glendaleaz.com

Twitter and YouTube. For more information, visit www.glendaleaz.com.