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March 11, 2009

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## **FOLLOW THE CITY OF GLENDALE ON TWITTER!**

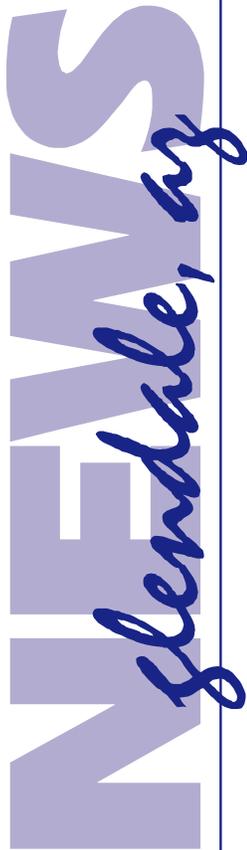
**GLENDALE, Ariz.** – Be the first to know about exciting happenings in Glendale through the city’s official Twitter page. Get the latest info online or via the phone by logging on and registering for Twitter at [www.twitter.com/glendaleaz](http://www.twitter.com/glendaleaz), the city’s official Twitter page.

Twitter is a free, online social media outlet that allows people to register to get instant updates from a variety of sources. Users can receive updates by following the quick and easy steps to create a twitter account and then selecting to “follow” GlendaleAZ.

Users will get short one- or two-sentence updates sent out by the city on a variety of topics ranging from exciting sports announcements to important service dates and city programs. The updates are sent to users through short emailed messages to your personal Twitter account. There is also an option to select the mobile phone feature to receive the messages (which are referred to as ‘tweets’) on-the-go.

“We are learning and recognizing that the trend of receiving information reflects more of a ‘what’s happening now’ society,” said Julie Frisoni, assistant deputy city manager. “Social Media is what many of our residents and visitors use to stay connected and it allows us to promote vital information to a wider audience.”

The city’s Twitter page is Glendale’s latest addition to its social media outreach efforts. In January, the city launched its official Facebook page, and more



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than 120 users have joined Glendale's Facebook group.

Facebook allows users to learn and connect with Glendale in an interactive environment. The popular social media tool has also allowed the city to reach out to millions of Facebook users and post informative content, as well as photos of the city, popular events and links to the main city Web sites. Facebook users can also watch a variety of highly produced videos from the city's award-winning TV station, Glendale 11.

Users can find the city under the geographic groups section of Facebook and join the city's group. You must have a Facebook account to join the group, but do not need to be a member to view the content or watch the online videos.

Glendale is one of a small handful of 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 both Twitter and Facebook. For more information, visit [www.glendaleaz.com](http://www.glendaleaz.com).

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