

FOR IMMEDIATE RELEASE

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## BREAKING ONLINE RECORDS

**GLENDALE, Ariz.** – While Boise State and Florida were racking up points on the field at the recent Fiesta Bowl and BCS National Championship games in Glendale, the city's official Web sites were racking up record numbers of their own.

During the month of December 2006, the city's main site ([www.glendaleaz.com](http://www.glendaleaz.com)) was visited by nearly 285,000 people, resulting in the most visits in the site's history. During the first week of January 2007, marking the time of the Fiesta and BCS bowls, the city's main site received more than 100,000 visits, the most visits ever recorded in a week for the site.

The city's sports and entertainment information site ([www.glendalegotgame.com](http://www.glendalegotgame.com)) was visited more than 32,000 times during December 2006, more than double the traffic to the site during previous months.

The city's tourism site ([visitglendale.com](http://visitglendale.com)) was visited by more than 42,000 people during the month of December 2006, the most visits in that site's history as well.

“We discovered that the main tool for providing important information and resources to visitors occurs via the Web sites,” said Laurie Sapp, Cable Media Administrator. “These sites are not only useful tools for residents but will be customized and updated with vital information for potential tourists planning on visiting Glendale for the Super Bowl and future bowl games.”

For more information, visit <http://www.glendaleaz.com>.



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