



CITY OF PLAINFIELD

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FOR IMMEDIATE RELEASE

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GOOGLE AND PLAINFIELD GET LOCAL BUSINESSES ONLINE

Plainfield, NJ – May 22, 2014 – Plainfield is racing toward the final days of the Google “Get Your Business Online” challenge with added information sessions and one-on-one assistance designed to increase the number of Plainfield businesses that will receive free website design and hosting for one year. Plainfield is one of 3 New Jersey cities participating in the competition for a prize package that includes \$50,000 of Google technology products.

Mayor Adrian Mapp, who signed Plainfield up for the competition at a January meeting of the United States Conference of Mayors, is delighted with the initiative, which he kicked off on April 2 with a City Hall breakfast for business owners. “We had a diverse group of businesses represented, and attendees included tech company CEO’s, social marketing entrepreneurs, and small business owners.”

Carlos Sanchez, Deputy Chief Administrator for Economic Development, credits the program with increasing communication between the City and the local business community. “Because we are taking this campaign to them, they are realizing that ‘business-friendly’ is more than just a slogan in Plainfield,” he said.

The city’s outreach campaign has included a walk through downtown offices and businesses, information sessions, and an active bi-lingual promotion in English and in Spanish. Mapp has filmed PSAs in both languages to spread the word.

One-on-one personalized assistance will be offered at Plainfield City Hall from 4-6 pm on Friday, May 23 and on Thursday, May 29. Interested participants must register by calling (908) 226-2513. The contest ends on May 31, and winners will be announced in June at the Annual Meeting of the United States Conference of Mayors. More information can be found on the City’s website, www.plainfieldnj.gov.

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