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FOR IMMEDIATE RELEASE

July 3, 2013

New Website for City of Presque

The City of Presque Isle is happy to announce its partnership with Townsquare Media to redesign the City's website. This collaboration is the direct result of two city initiatives; the Communications Committee that was established over a year ago and the City Manager's Business Visitation Program that began in April of this year.

The Communications Committee, which was established last year, is led by Library Director, Sonja Plummer-Morgan. Sonja stated "The committee has sought to discover ways to engage our citizens and communicate news, events, updates, and information relevant to citizens. The Committee identified several priorities, but most importantly, a redesign of our current website. After nearly a year of meeting to discuss options and research the best possible way to develop a new site, it was determined that Townsquare Media was the most economic and efficient option."

In April of this year, City Manager, Jim Bennett, extended an invitation to personally meet with local businesses. Lisa Miles, of Townsquare Media, accepted Jim's invitation and shared all of the services Townsquare Media offers. Jim stated "After meeting with Townsquare Media it was clear that the recommendation from the Communications Committee to use their services was a solid one. The City strives to use local businesses whenever possible and we're very excited about this partnership."

The intent of the new website is that the City of Presque Isle can be easily found with navigation tools that have the ultimate user-friendly qualities. With this improved functionality and professional design, citizens can access and share information across all major social networks and show case the quality of life citizens experience in our community.

Keeping the complexity of interdepartmental website in mind, the Committee expects to begin work with the web team at Townsquare immediately with a tentative website unveiling in 3 to 4 months.

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