



media release

For immediate release

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Community-Wide Events Calendar Launched

Mankato, MINN. (February 4, 2008) – Beginning today area residents and visitors will have an easy, interactive one-stop site for accessing the wide variety of events happening in Greater Mankato. A link to the new site **greatermankatoevents.com** can be put on any web site, creating a single, comprehensive source for all area events information, which will not only serve current and potential residents, but also help draw visitors to our area.

The new greatermankatoevents.com is user friendly for both event contributors and visitors to the site. The site gives event contributors the ability to enter, update and provide photos and videos for their events any time utilizing a safe password protected system. Those visiting the site can search for events by going to a traditional calendar, searching by category or utilizing the site's sophisticated search feature.

The idea for an advanced community-wide events calendar came out of the Envision 2020 planning process, with community visionaries from a variety of areas expressing a need to inform and engage citizens about events and activities in Greater Mankato. Like many E2020 goals, this one was taken on by a group of community organizations, whose combined areas of expertise could bring it to fruition.

The concept of creating greatermankatoevents.com first began about a year ago when Twin Rivers Center for the Arts received a \$5,000 grant from the Mankato Area Foundation to build an events calendar. To get the project started Twin Rivers contacted VoyageurWeb, Lime Valley Advertising and Two Fish Studios and together they determined that creating the kind of comprehensive calendar really needed to serve the community would require additional support.

Greater Mankato Growth (GMG), Greater Mankato Convention and Visitors Bureau (CVB) and The Free Press, who were each doing research on creating their own calendars, then got engaged in the process. GMG contributed \$15,000 and the CVB contributed \$5,000. VoyageurWeb committed to provide \$10,000 in programming and hosting services. The Free Press contributed \$5,000 and the ongoing day-to-day operational support needed to sustain the site. In addition to the contributions made by these site founders, Lime Valley Advertising and Two Fish Studios offered their services at a discount.

Because of the contributions of these organizations to cover the creation of the site and their desire to make it a true community-wide calendar, greatermankatoevents.com is **FREE** to all users and event contributors. The events are the focus of the site, with advertising kept at a minimum and used only to support ongoing site maintenance and administration.

"This was a true collaboration in every sense of the word, with each organization bringing in their specific expertise and perspective to create a community asset that will benefit us all," said Shannon Robinson, Twin Rivers Center for the Arts Executive Director.

The founding organizations have made an ongoing commitment to greatermankatoevents.com and will meet each year to determine what enhancements they should collectively invest in to make the site even more of an asset in the future.

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