



## media release

### For immediate release

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### **Community-Wide Events Calendar Celebrates 1st Anniversary with Enhancements**

Mankato, MINN. (April 13, 2010) – The user friendly, one-stop web site for accessing the wide variety of events happening in Greater Mankato has turned one year old. In honor of its 1<sup>st</sup> Anniversary, greatermankatoevents.com has been enhanced with several new updates. These enhancements consist of additional event categories, a three day summary of events on the front page of the site, enhanced search capabilities, and interactive features that allow users to easily add an event to their outlook, google calendar, share it on facebook, e-mail it to a friend or print a copy.

From its beginning, greatermankatoevents.com has been a user-friendly experience 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 password protected system. Visitors to the site can search for events by going to a traditional calendar, searching by category or utilizing the site's sophisticated search feature. In its first year alone, greatermankatoevents.com had 58,000 visitors and 530,000 page views. With the recent changes, greatermankatoevents.com is now even better.

greatermankatoevents.com was launched in February 2009, coming out of the Envision 2020 planning process. Community visionaries from a variety of areas expressed a need to inform and engage citizens about events and activities in Greater Mankato. This project, like many E2020 goals, was taken on by a group of community organizations, whose combined areas of expertise could bring this concept to a physical form. Twin Rivers Center for the Arts, Greater Mankato Growth (GMG), Greater Mankato Convention and Visitors Bureau (CVB), VoyageurWeb and The Free Press worked collaboratively to create the site.

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. These 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 a community asset in the future.

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