

CITY OF CYPRESS
PRESS RELEASE

September 26, 2011

Contact: Bill Manis (714) 229-6671

FOR IMMEDIATE RELEASE

SUBJECT: Kelly Flint Shows Cypress Businesses How to Make Social Media Simple



(Pictured: Ms. Kelly Flint, Regional Development Director, Constant Contact)

On Thursday, September 22, 2011, Ms. Kelly Flint, Regional Development Director for Constant Contact, Inc., in partnership with the City's Assist, Grow, Educate, Network & Thrive (AGENT) Program, and U.S. Small Business Administration, held a well-attended and informative program on harnessing the power of social media.

Ms. Flint shared with the business leaders in attendance simple and easy ways to use social media sites such as Facebook and Twitter to create actionable and inexpensive marketing plans to grow and increase their businesses.

Social media forums provide an important platform in today's unique economic climate and the perfect opportunity for businesses to take stock of their existing customer base and to leverage those relationships in order to weather the downturn, stay competitive and increase profits.

Ms. Flint is the Regional Development Director for Constant Contact, Inc. The company specializes in assisting small businesses, associations, and nonprofits to connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful and lasting customer relationships. Today, more than 450,000 customers worldwide trust Constant Contact to help them connect with their audience. For more information, visit the company's website at www.constantcontact.com.

For more information about the City of Cypress, City services to the business community or for more information on how you can relocate your business to Cypress, please call Mr. Bill Manis, Redevelopment/Economic Development Manager at (714) 229-6671.

###