

PRESS RELEASE

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Mayor and Chamber of Commerce Rally Cathedral City Business Owners to 'Get Your Business Online'

In a partnership with Google, Mayor Kathleen DeRosa and the Cathedral City Chamber of Commerce announced, today, a yearlong initiative to get Cathedral City's businesses online through Google's *Get Your Business Online* program. The U.S. Conference of Mayors and Google launched the *Get Your Business Online City Challenge* at its annual conference this past June. The program kicks off Sept. 4, at the Chamber's monthly Power Breakfast.

Although 97% of Internet users are now looking online to find local products and services, 58% of American businesses still do not have a website. Through increased participation in the Get Your Business Online program, Mayor DeRosa, along with Mayors nationwide, hope to close that gap.

Get Your Business Online provides small business owners with a custom domain name, web hosting and access to educational resources -- all free for one year. Since its debut in July 2011, the program has helped over 135,000 businesses successfully get online and start growing.

"Small businesses are the backbone of our economy, and businesses that are online grow faster and are twice as likely to create jobs," said Mayor DeRosa. "Their stories of success are *our* stories of success, and that is why I am proud to launch this initiative in our city." "Businesses on the web, typically, grow 40% faster and are twice as likely to create jobs," adds Lynn Mallotto, CEO and President of Cathedral City's Chamber of Commerce.

"The misconception that getting online is complex, costly and time-consuming has prevented many small businesses from taking the first step," said Scott Levitan, Director of Small Business Engagement at Google. "This program makes it fast, easy and free for businesses to get online."

Mayor DeRosa's announcement adds Cathedral City to a growing list of communities planning to take advantage of Google's Get Your Business Online program this year. "Businesses have to be where their customers are," the mayor said. "In 2013, that's online."

Interested business owners can visit <u>www.gybo.com</u> for further information on the program or call the Cathedral City Chamber of Commerce at (760) 328-1213.

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