



## GOOGLE DESIGNATES ADDISON AS TEXAS' 2014 eCITY

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CONTACT: Emma Ogiemwanye  
press@google.com

**Mountain View, CA:** Google has named Addison as the 2014 eCity for the State of Texas. The eCity Awards recognize the strongest online business communities in all fifty states. The businesses in these communities are embracing the web to find new customers, connect with existing clients and fuel their local economies. Addison joins the ranks of America's leading cities in the digital economy.

Small businesses across the city have leveraged the Internet to grow and reach new customers. For example, Dallas Guitar Academy has provided guitar lessons to residents in the Dallas and Fort Worth metro region for 30 years and utilizes the web to engage with customers and organize all components of the business, as the internet allows the business to centralize all information.

"Addison serves as a prime example of how innovation and growth in e-commerce can successfully contribute to bolstering economic progress and competitiveness," said Emma Ogiemwanye, a representative from Google. "Google is proud to recognize Addison's accomplishment, and the role it plays in creating Texas jobs."

"Addison is very proud of our technically savvy business community. As a city, we take great pride in being a progressive community who helps promote our businesses through a variety of digital formats including blogs, newsletters, social media, and eblasts - and we will launch a robust new city website in January 2015," said Mayor Todd Meier. "We have a new business incubator, the Addison TreeHouse, which showcases the very best of North Texas tech-entrepreneurs and we work closely with them to help them grow and prosper. From start-ups to Fortune 100 companies, Addison businesses are excellent examples of how business is using innovation and technology to remain at the forefront of success."

### BACKGROUND:

Ninety-seven percent of Internet users look online for local products and services. Businesses need to be where their customers are and in 2014, that is online. The impact of being online is significant—businesses that are online grow twice as fast and are twice as likely to create jobs as their offline counterparts.

Google and independent research firm, Ipsos, analyzed the online strength of local small businesses across all fifty states. They weighed a variety of factors to determine the leading cities and towns across the US, including the likelihood of small businesses to have a website, use a blog, promote themselves on a social network, sell goods directly from their webpages and whether they had a mobile-friendly website. The winning cities exhibited strong engagement and potential for growth within the digital economy. This is the second year Google has announced a list of eCities for the United States. For more information visit [www.google.com/ecities](http://www.google.com/ecities).

### MEDIA CONTACTS:

Emma Ogiemwanye  
[press@google.com](mailto:press@google.com)

Chris Maloney  
[cmaloney@blackrockgrp.com](mailto:cmaloney@blackrockgrp.com)

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