



## GOOGLE DESIGNATES RIDGELAND AS MISSISSIPPI'S 2013 eCITY

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**Mountain View, CA:** Innovative tech giant Google has named Ridgeland as the 2013 eCity for the State of Mississippi. The eCity Awards recognize the strongest online business community in each state - the new digital capitals of America. The businesses in these communities are embracing the web to find new customers, connect with existing clients and fuel their local economies. Ridgeland joins the ranks of America's leading cities in the digital economy.

"Ridgeland's growth and innovation in e-commerce is an example that other cities across the state can strive to replicate," said Scott Levitan, Director of Small Business Engagement at Google. "Google is proud to recognize this growing entrepreneurial spirit and the role it plays in creating jobs and sustaining local economies."

"Given the critical role that technology plays in driving growth and creating jobs, we want to encourage every business in Ridgeland to embrace the web," said Gene McGee, Mayor, City of Ridgeland. "Technology has been a powerful part of our economy, and we expect that trend to continue. I am so proud of Ridgeland's small businesses for leading the charge in Mississippi."

### BACKGROUND:

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. For more information visit [www.google.com/ecities](http://www.google.com/ecities).

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