



CATAWBA COUNTY

P.O. Box 389 100-A South West Boulevard Newton, North Carolina 28658-0389
www.catawbacountync.gov

Telephone: 828-465-8201
Fax: 828-465-8392

November 23, 2010

CATAWBA COUNTY BEGINS USING FOURSQUARE TO CONNECT PEOPLE, MOBILE DEVICES TO COUNTY SITES

As it continues seeking ways to apply the very latest in new technologies to public service, Catawba County has begun using a relatively new tool called Foursquare to give citizens and visitors with GPS-enabled mobile phones and devices a way to explore Catawba County and connect with people.

“Foursquare is a location-based mobile social network that allows users to check-in and share their location and activities with friends,” said Lee Yount, Programmer Analyst with Catawba County’s Technology Department, who designed the County’s new Foursquare page. “Foursquare allows us to help users unlock tips about Catawba County by checking into different locations using one of Foursquare’s mobile applications, which are currently available for iPhone, Blackberry and Android.

“We invite everyone who has one of these applications to follow Catawba County, North Carolina on Foursquare and explore all we have to offer,” Yount added. “Whether you’re a citizen of the county or just passing through, you can use Foursquare to discover events, services, and places of interest around the area. Connect with other people and get to know Catawba County!”

Once you begin following Catawba County on Foursquare, you will discover more tips every time you check in near a location where Catawba County has left a tip for you. Currently, Foursquare tips are set up for the Catawba County Board of Elections, the County Library System, Animal Services, Veterans Services, Public Health, the Catawba County Museum of History, Baker’s Mountain Park, Riverbend Park and St. Stephens Park.

Catawba County has created a Foursquare web page at www.catawbacountync.gov/foursquare. Anyone who is interested may visit that web page for more information and a connection to the Tips Page set up for Catawba County at foursquare.com

“This use of Foursquare is another great new tool to help us get information about Catawba County out to as many citizens and visitors as possible, especially to those from the younger generations,” said Dave Hardin, Public Information Officer for Catawba County. “We have gained a national reputation as a leader in the use of new technologies, thanks to the hard work and continuing exploration of the latest applications by our Technology staff. I’m very grateful to them for helping us broaden the horizons of Catawba County’s citizen outreach.”

For more information on Catawba County’s use of Foursquare, you may contact the Public Information Office at 828-465-8464 or dave@catawbacountync.gov.

“Keeping the Spirit Alive Since 1842!”