MEDIA ADVISORY

FOR PLANNING PURPOSES
Media Contact: Kevin Floyd | kevin@npstrat.com | 803.540.2053

<div align="center">

South Carolina Businesses Get Online and On The Map
Mayor Benjamin to "kickoff" Google's *Let's Put Our Cities on the Map program in South Carolina*

</div>

On March 19**,** Google and Mayor Stephen Benjamin will bring the *Let's Put Our Cities on the Map* program to Columbia. The event will begin at 9:00 AM at 701 Whaley with morning sessions for business owners.

Let's Put Our Cities on the Map is Google's program to harness the support of local leaders, business organizations and citizens to help every business get online with one simple mission: to help local businesses be found on the web, on maps, and on mobile phones. As part of the launch, Google will deliver it's Get Your Business Online workshop to Columbia area small business owners, which will included setting up a free website with hosting for a year.

For the next year, participating South Carolina businesses can go to www.gybo.com to get a free website as well as free tools, training and resources to help their business succeed online.

Local businesses will be available to discuss the benefits of getting online with the media.

What: Let's Put Our Cities on the Map in Columbia event

Who: Mayor Stephen Benjamin, Columbia
Google spokesperson
South Carolina small business owners

Where: 701 Whaley
701 Whaley Street
 Columbia, SC 29201

When: Thursday, March 19, 2015
9AM - 12PM

WHY: Small businesses need to be online, because that's where their customers are. While 97 percent of consumers look online for local products and services, 40 percent of small businesses in South Carolina do not have a website.

VISUALS: Small business owners are on laptops getting their businesses listed online and setting up a free website attendees participating in event activities, workshops and receiving one-on-one counsel from Googlers.

<div align="center">

www.gybo.com/SCevent

###

</div>