



News Release

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Contact: Darlene Elliot, (951) 826-5897 delliot@riversideca.gov

RIVERSIDE LAUNCHES NEXTDOOR.COM CAMPAIGN Social Media Network for Neighbors

RIVERSIDE, Calif. – The City of Riverside announced today that *Nextdoor* (www.Nextdoor.com) is now available for free to Riverside residents. *Nextdoor* is the first private social network for neighborhoods, to foster neighbor-to-neighbor and citywide communication.

“Great cities are made up of great neighborhoods and *Nextdoor* is a tool which will allow our residents to build stronger relationships and, in turn, stronger neighborhoods,” Mayor Ron Loveridge said.

Riverside residents can use *Nextdoor* to create private websites for their neighborhoods where they can get to know their neighbors, ask questions, and exchange local advice and recommendations. Topics of discussion on *Nextdoor* are as varied as local events, school activities, plumber and babysitter recommendations, disaster preparedness, recent crime activity, upcoming garage sales or even lost pets.

Nextdoor allows neighborhoods to form new bonds within their community; to harken back to the good ol’ days when neighbors actually knew one another and block parties were common.

All members of *Nextdoor* must verify that they live within the neighborhood. Information shared on *Nextdoor* is password protected and cannot be accessed by those outside the neighborhood or found on Google or other search engines. In addition, *Nextdoor* never shares personal information with any third parties. Unlike an email listserv or other online group, neighbor posts are organized and archived for future reference.

Those interested in joining their neighborhood’s *Nextdoor* website or initiating a neighborhood group can visit www.nextdoor.com.

For more information, please email Darlene Elliot at delliot@riversideca.gov.

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