



FOR IMMEDIATE RELEASE
October 27, 2011

MEDIA CONTACT
Ben Anderson 218-681-3720

Mobile E-Marketing workshop to be held on November 10

THIEF RIVER FALLS, MINN. – The Thief River Falls Chamber of Commerce announced today that a workshop entitled *Mobile E-Marketing* will be held at the Chamber office, 2017 Highway 59 SE, on Thursday, November 10, from 6:00 to 9:00 p.m. The workshop will be presented by Art Nash, an economist and educator with University of Minnesota Extension.

People everywhere are using handheld mobile devices like Androids, iPhones, and iPads to search the Internet. It has become increasingly vital that websites are optimized for viewing through this miniaturized but highly functional platform. In this workshop, participants will find out how to build their own mobile websites and applications, and how to integrate tools like QR codes and digital coupons into their business or organization.

The workshop is free and open to businesses and organizations from Thief River Falls and the surrounding communities; however, advance registration is required by contacting the Chamber at 218-681-3720, 855-TRF-MINN, or contact@trfchamber.com.

Mobile E-Marketing is provided through the Minnesota Intelligent Rural Communities (MIRC) program, which helps businesses and organizations use the Internet for marketing, sales, customer communication, and customer support. MIRC offers workshops, strategy discussions, and consultation to participating communities through 2012. The City of Thief River Falls and the Thief River Falls Chamber of Commerce are both local partners in the program. As part of MIRC, a computer lab was established at the Chamber office for the purposes of informing and training businesses and others. For more information, visit www.nwtechpartnership.com.

The Thief River Falls Chamber of Commerce was established in 1913 to promote a business climate that enhances economic vitality and improves the quality of life for all citizens. It currently represents over 240 Thief River Falls area businesses and organizations. For more information, visit www.trfchamber.com.

###