



FOR IMMEDIATE RELEASE:

Sikeston Enlists New Program to Help Local Businesses

-Sikeston Joins Elite Economic Development Movement -

Sikeston MO – April 1, 2009 – The City of Sikeston in cooperation with the National League of Cities (NLC) has joined 1500 other communities, nation-wide in an elite partnership that focuses on increasing the Internet exposure of communities and their local businesses. Known as the “Community Showcase Program”, this effort was developed by CGI Communications, Inc., an international leader in municipal marketing. The Community Showcase Program focuses its attention where the rest of the nation focuses their interest -- on the Internet.

At no-cost to the municipality or its taxpayers CGI is providing state-of-the-art digital media technologies on *Sikeston's* official website. These technologies will uniquely highlight *Sikeston's* assets, attributes, initiatives and local businesses. For local businesses the reach offered by this Internet exposure will be far greater than those provided by traditional advertising.

During these challenging economic times forward thinking communities and businesses are now, more than ever, targeting prospective new residents and businesses. The “Community Showcase Program” helps connect residents and businesses with the information and services they want and need in an easy-to-use, unique and effective manner.

One of the participants in this program, Jim Hunt, recent past president of the NLC and Council member of Clarksburg, WV stated, “ This [Community Showcase Program] is a terrific tool to support your local economic development effort by promoting your community both to citizens and visitors”.

An opportunity to participate in this economic incentive will be extended to local area businesses. To learn more about the Community Showcase Program contact Frank Buono, Executive V.P of CGI at 800-398-3029 ext. 227.