

FOR IMMEDIATE RELEASE

## **Blue Ribbon News launches Official Rockwall Area App**

More than 2,000 people have downloaded the Official Rockwall Area App, and that number is expected to rise exponentially as Blue Ribbon News, in cooperation with the Rockwall Area Chamber of Commerce, partners with development firm HubCiti to put local deals, dining, retail, entertainment, events, and city services at your fingertips.

The free smartphone app is available at the iPhone App Store and Google Play for Android phones.

Blue Ribbon News will enter everyone who downloads the app into a drawing to win a new Fitbit Activity Tracker, as well as gift cards to area restaurants and prizes from local retailers. After downloading the app, be sure to register with a valid email address so you can be entered into the drawing and notified if you win. The first round of winners will be randomly chosen the first week in December.

“The original Rockwall App was created by the Rockwall Economic Development Corporation in partnership with HubCiti for the purpose of showcasing and supporting local businesses, by driving consumers to shop locally and therefore increasing sales tax revenue for the City of Rockwall,” said Sheri Franza, President and CEO of Rockwall EDC.

The app is expanding under this new partnership to include Heath, Royse City, Fate, and McLendon-Chisholm. Updated features include a local events calendar; deals, coupons and special offers; a restaurant and business directory with website links, GPS directions, maps, one-tap calling and emailing; interactive guides for everything outdoors; traffic updates; gas prices; movie times; real estate; school info; city and civic info; and of course, good news on the go courtesy of Blue Ribbon News.

“Residents and visitors can access real-time information about where to shop, dine, play and stay in the Rockwall Area, saving time and money,” said Dana Macalik, President of the Rockwall Area Chamber of Commerce. “It encourages residents to shop and support local businesses, strengthening the local revenue stream by keeping sales tax dollars in the area.”

And as an added benefit, Chamber partners are designated as such on the app.

“When HubCiti approached us about partnering with them on the app, it just made sense,” said Dawn Redig, Blue Ribbon News editor. “They recognized BRN as the area’s number one source for positive hometown news, business spotlights, entertainment and events – and through our reach to thousands of readers both online and in print, we are in a great position to help advance the app and increase the benefits for area businesses, residents, and visitors to our community.”

The Official Rockwall Area App is about convenience – and supporting the local economy. Participating businesses can see a substantial increase in traffic. At the touch of a fingertip, users can access good news and services to simplify their lives.

Looking to eat out? Tap Dining, and list of nearby restaurants pops up. Some also list specials. The app provides directions, phone numbers, even menus and websites. The events calendar is regularly updated by Blue Ribbon News, and it lists dozens of area events. Recreation opportunities are listed and categorized by interest.

The Rockwall Area App is also unique in that it gives back.

“We donate three percent of our profits from the mobile and digital services to be used for post high school education scholarships,” said HubCiti Chief Marketing Officer Penny J. Merian. “The monies stay here locally for Rockwall Area residents. The more you use the app and/or advertise in the app, the more money is generated.”

To download the app, visit the App Store on your iOS device or Google Play on your Android device. Search for “Rockwall.”

For information about how the Official Rockwall Area App can enhance a business’ mobile presence, contact Paula Kerr at 214-342-8000, ext 1127.

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