

Contact: Debbie Wilmot
Public Information Officer
City of Lafayette
www.cityoflafayette.com
debbiew@cityoflafayette.com
1290 S. Public Road
Lafayette, CO 80026
Phone 303-665-5588 ext.3455

Press Release

FOR IMMEDIATE RELEASE

Lafayette is the First Colorado City to Endorse Nextdoor, a Neighborhoodbased Private Social Network

Lafayette, Colo May 15, 2012 – The City of Lafayette announced today that it supports Nextdoor (www.nextdoor.com), the first private social network for neighborhoods, to foster neighbor-to-neighbor and citywide communication. Starting now, Lafayette 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.

Mayor Pro Tem Steve Kracha learned of Nextdoor and quickly moved to get his own neighborhood up and running with it. Now over 100 strong, Kracha's neighbors share recommendations for sitters, home maintenance, restaurants, and other local businesses. "I've even connected with neighbors that share my same interests and have a new biking partner to show for it," said Kracha. "I see Nextdoor as a way to build a stronger, better community in Lafayette."

Nextdoor was specifically designed to make neighbors feel comfortable sharing information with one another to help build stronger communities. All members must verify they live within the neighborhood. Information shared on Nextdoor is password-protected and cannot be accessed by those outside the neighborhood, including City staff. The City will have the capability to post information to Nextdoor, but does not have the capability to view the private neighborhood conversations. In addition, Nextdoor never shares personal information with any third parties. Those interested in joining their neighborhood's Nextdoor website can visit www.nextdoor.com and enter their address. If a specific neighborhood has not yet been established for an area, active and engaged neighbors are invited to set it up.

Information regarding the Nextdoor concept will be available in the beer garden at the May 18 Art Night Out.

More media resources on page 2...

Page 2 City of Lafayette

About Nextdoor:

 According to an August 2011 survey by the Pew Research Center, over 65% of all online adults said they used a social networking site.

 According to a June 2010 survey by the Pew Research Center, only 29% of Americans know some of their neighbors and 28% know none of their neighbors by name.

B-Roll Video:

Download: https://s3.amazonaws.com/share.nextdoor.com/JGP3957_NextDoor_B-roll_07_011612.zip

YouTube: http://youtu.be/pli-dka-EsY

Animation:

YouTube: http://youtu.be/5nd3Y_ZyieQ

Various website screen shot are attached

For additionl information contact:

Kelsey Grady
Nextdoor Senior Communications Manager
kelsey@nextdoor.com
415.399.7993

###