



NEWS RELEASE

FOR IMMEDIATE RELEASE
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CITY TO HOST FREE MARKETING WORKSHOP FOR SMALL BUSINESSES

On Thursday, July 17, 2008, the City of Escondido will hold “The Nuts & Bolts of Marketing Your Business” from 11:30 a.m. to 1:30 p.m. in the Mitchell Conference Room at Escondido City Hall located at 201 N. Broadway. Both new entrepreneurs and experienced business professionals will gain insightful knowledge from this free workshop.

Workshop topics include developing a marketing plan, direct mail, special events, search engine optimization and pay per click advertising. The information will be presented by experts in the marketing field, including Jeffrey Donnelly from 760 Media.

Space is limited and fills quickly so prompt registration is encouraged. Interested individuals may register online at www.escondido.org/econdev or by phone at (760) 839-4501.

Participants are encouraged to bring a brown bag lunch and beverages will be provided.

The “Business Nuts & Bolts” series is a resource designed to provide tips, practical information and networking opportunities for new and aspiring business owners. The no-cost, quarterly workshops are co-sponsored by the City of Escondido’s Economic Development Division, the Escondido Public Library and the Small Business Development Center at MiraCosta College.

For more information contact Michelle Bromstead, Program Coordinator, at mbromstead@escondido.org or (760) 839-4000.

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