

Media Release

FOR IMMEDIATE RELEASE

September 19, 2016

Town of Caledon weekly news now available via email



The Town of Caledon is proud to announce that residents can now receive the Town's official weekly news by email.

"Customer service means listening to what our residents want and then responding professionally," said Mayor Allan Thompson.

"The great thing about the addition of this eNews delivery is that we're meeting residents where they are. Some prefer the newspaper. Others prefer email. So we'll provide both."

The option to receive town news is a direct result of the town-wide "Have Your Say" survey which ran last fall asking residents how they would like to receive information from the town. Some 64% of respondents said they prefer to receive town news via email.

Survey says ...

- Most residents prefer to receive town news in this order: email, newspaper, our web site and then social media.
- 85% of respondents have a mobile device and use it frequently.
- Facebook (69%) and Twitter (42%) are the most popular social media platforms.
- The top two topics of interest to residents are events (81%) and community programs (78%).
- Caledon's app – Pingstreet – is being well used by our residents. Currently we have almost 1,600 subscribers. Get it at caledon.ca/app

Subscribe to Caledon's eNews at caledon.ca/enews

- 30 -

Corporate Communications | Strategic Initiatives Department | 905.584.2272 x.4060
communications@caledon.ca



TOWN HALL, 6311 OLD CHURCH ROAD, CALEDON, ON, L7C 1J6
T. 905.584.2272 | 1.888.225.3366 | F. 905.584.4325 | www.caledon.ca