



NEWS RELEASE

City of Aventura
Government Center
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For Immediate Release

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CITY OF AVENTURA'S EXCELLENT TWEETS

Aventura, Florida...

The City of Aventura is now communicating news and information through its recently launched Twitter account. The City Commission supports a highly accessible government and Twitter is an innovative way for the City to reach the community quickly and efficiently using popular Web 2.0 tools.

In keeping with a mission to provide responsive government, the City plans on using Twitter to send short messages, also known as "tweets," about programs, services and to share important news. Residents, visitors and businesses alike can benefit from the brief informative messages which will often link back to the City's web site where they can find more details, downloadable forms and online services.

Twitter is a free online service where messages of 140 characters can be instantly sent out. Messages can be viewed either online or on mobile phones. The City of Aventura can be found on Twitter at: www.twitter.com/cityofaventura.

Eric M. Soroka

City Manager

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