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*progress through vision.*

Friday, May 14, 2010

For Immediate Release

***Old Town, Rock Hill Launches “New Media” Presence***

**ROCK HILL** –The Rock Hill Economic Development Corporation (RHEDC) announced today the launch of a highly interactive online presence, including a new website—[www.onlyinoldtown.com](http://www.onlyinoldtown.com). The site includes social networking features to effectively communicate the positive activity taking place in Old Town, and to attract target audiences to the area. The site is a key strategy in a marketing campaign promoting Old Town as the “heart and soul” of the city in order to support economic growth.

Onlyinoldtown.com is designed to be the lifestyle guide for Old Town residents, area citizens, tourists and visitors. The site serves to promote Old Town as the vibrant, unique urban center of Rock Hill. Old Town features historic neighborhoods, superior shopping and dining experiences, spirited community events, a thriving learning environment and a variety of business opportunities.

A contest is being offered to encourage visits to the new website and to Old Town. Participants are asked to post photos that visually answer the questions:

- What is your favorite Place To Go in Old Town?
- What is your favorite Thing To Do in Old Town?
- Why is Old Town a great Place To Live?

Winners will receive two tickets to The Little River Band (\$70 value) or \$50 of Old Town tender to be used at participating Old Town businesses. Drawings will take place on June 15, July 15 and August 15. Visitors to [onlyinoldtown.com](http://onlyinoldtown.com) can navigate to the blog to see details about contest eligibility.

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