

Nighthawk Marketing Press Release

FOR IMMEDIATE RELEASE

City of Eagan Hires Nighthawk Marketing as their Brand Marketing Agency for AccessEagan Fiber Optic Launch

Minneapolis, MN, August 4, 2012 – The City of Eagan, Minnesota hired Nighthawk Marketing as their brand marketing agency to promote AccessEagan.

In 2010, the City of Eagan conducted a survey and identified an interesting finding. More than 80 percent of the people living in their city believed it was important to have world class Internet access and speeds and supported the pursuit of upgrading broadband access and services for residents and businesses. A year later, the City Council authorized construction of approximately 16 miles of wholesale fiber and duct running through Eagan’s business community.

With construction nearing completion in 2012, the City looked to Nighthawk Marketing to develop their brand identity for their new product called AccessEagan. Nighthawk Marketing is also tasked with executing the product launch through traditional and digital channels.

“We are very excited to have the opportunity to work with the City of Eagan on this very important product launch,” says Andrea Douglas, founder and CEO of Nighthawk Marketing. “Eagan has one of the highest growth rates in high tech and knowledge worker jobs in the Twin Cities area. Adding fiber optic service for businesses located in Eagan will make them more efficient. The load speeds that fiber can offer will revolutionize how Internet, phone and data services are provided to businesses.”

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About Nighthawk Marketing

Founded in 2001, Nighthawk Marketing is an innovative Minneapolis web design and digital marketing agency located in downtown Minneapolis, Minnesota. Our services cover web design, web development, search engine optimization, PPC advertising, social media marketing, video production, content development, and graphic design. To learn more about our agency, call 952-322-4794, email info@nighthawkmarketing.com, or visit NighthawkMarketing.com.