



April 22, 2008

**FOR IMMEDIATE RELEASE**

**Contact Information:**

Maggie Hirko, Beet Street  
mhirko@beetstreet.org, 970-419-8240

## **Community Invited to Participate in 24-Hour BlogJam**

**Residents to journal 10,000 favorite things about Fort Collins to attract cultural tourists**

On Friday April 25, 2008, Beet Street invites Fort Collins residents to become citizen journalists for a day by participating in its inaugural Fort Collins BlogJam as a feature of *Social Media: Telling Stories, Changing Lives*, a series designed to engage an understanding of and interaction with social media in Fort Collins.

The topic for this BlogJam is to “identify the 10,000 little things that Fort Collins does right.” What makes our city an amazing place to live, work and play -- and the perfect location to vacation? What are the fun or distinctive places, features and insider secrets that would excite and inspire guests of our community? What are the fascinating little facts that no one else knows about who we are and how we celebrate life?

The community is invited to contribute their comments at <http://blogjam2008.blogspot.com> from 12:01am to 11:59pm. For anyone who has never blogged or does not have computer access, volunteers will be available during the day to assist others at the Library or on Old Town Square.

As an added incentive, Fort Collins-based IP Digital Communications provider FRII is the official sponsor of this project by opening its Old Town WIFI signal for 24-hours of uninterrupted access. This access will allow participants to access a wireless Internet connection from anywhere in Old Town.

**Ground rules for participation in BlogJam are:**

1. Enter one comment per entry to help facilitate the tally. Enter as many observations that come to mind - just enter each as a separate comment.
2. You may sign your comment with your complete name, your first name or as an anonymous participant.

3. If you are a local blogger, please provide an address for your blog so we can include it in the BlogRoll (local directory.)
4. Send your questions to [info@beetstreet.org](mailto:info@beetstreet.org) prior to April 25th

Beet Street reserves the right to moderate comments that are off-topic or use inappropriate language. Participant comments will become a part of Beet Street's website - offering an insider's perspective to visitors to Fort Collins about what they should know or not miss during their visit. Participation will indicate your willingness to make your comments available to the public.

The concept for BlogJam was derived from the book *The Systems Thinking Approach to Strategic Planning and Management*, by Stephen Haines who outlines the case for instigating and managing change. The passage: “Excellence is in doing 10,000 little things right. A strategic management system is a continual improvement in execution: a constant agitation and dissatisfaction of the status quo and a desire of finding new and better ways of doing everything” provides the inspiration for the event’s journaling topic.

With 23 hours and 58 minutes to tell Fort Collins’ story, Beet Street encourages participants to “Be brief. Be specific. And, be inspiring!”

Full details and the complete Social Media series can be found at <http://beetstreet.org/Social-Media> or by calling 970-419-8240.

– 30 –

---

#### **ABOUT BEET STREET**

Beet Street is an economic development initiative created by the Fort Collins Downtown Development Authority in 2007 to distinguish Old Town Fort Collins as a cultural destination that fosters, celebrates, and inspires human creativity through diverse cultural experiences and programming. Beet Street will create a collaborative learning community in Fort Collins, Colorado, where everyone of every age is welcome to share in discussion, reflection, and creative expression.