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NEWS RELEASE

City of Cupertino Launches Nextdoor, the Private Social Network for Neighborhoods

FOR IMMEDIATE RELEASE

City of Cupertino, CA – October 22, 2013 – The City of Cupertino announced today that it will be using Nextdoor (www.nextdoor.com), the private social network for neighborhoods, to foster neighbor-to-neighbor and citywide communication. Cupertino residents can use Nextdoor to create private websites for their neighborhoods where they can get to know their neighbors, ask questions, and exchange local advice and recommendations. Neighbors may use Nextdoor to share information about local events, school activities, upcoming garage sales, lost pets, safety issues and much more.

Nextdoor is free to residents and the city. Nextdoor is specifically designed to make neighbors feel comfortable sharing information with one another to help build stronger communities. All Nextdoor members must verify that they live within the neighborhood. Information shared on Nextdoor is password-protected and cannot be accessed by those outside the neighborhood or searched on Google or other search engines. In addition, Nextdoor never shares personal information with any third parties.

“Fundamental to our success as a city is our belief that a more engaged city creates a stronger community,” said Cupertino Mayor Orrin Mahoney. “Nextdoor will help us take the next step in building a stronger and safer community.”

Nextdoor is already being used by many Cupertino residents. Cupertino has been mapped into nine different neighborhoods. Those interested in joining their neighborhood’s Nextdoor website can visit www.nextdoor.com and enter their address. If Nextdoor is available in their area, they can immediately sign up. If a Nextdoor website has not yet been established for their area, active and engaged neighbors are invited to apply to bring Nextdoor to their neighborhood. For more information visit help.nextdoor.com or email Cupertino Neighborhood Watch Coordinator Steffanie Turini at steffaniet@cupertino.org.

Cupertino, CA, is on the western edge of Silicon Valley against the foothills of the Santa Cruz Mountains. With a population of 58,000 within 13 square miles, Cupertino is 42 miles south of San Francisco and home to Apple Inc. and many other high-tech companies.

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