



OurTown Now Has Editors in 48 States

OurTown.com, a hyper-local website Featuring Local News, Local Views, Local Search and Local Commerce announces that it now has Local Editors located in all of the 48 continental United States.

Cincinnati, OH (PRWeb via [PRWeb](#)) July 7, 2008 -- OurTown.com, <http://www.OurTown.com>, a hyper-local website focused on local news, local views, local search and local commerce, announced today that it has licensed Local Editors in each of the 48 continental United States.

"OurTown creates a unique national footprint for hyper-local journalism," said George Blake, Chief News Officer. "I'm pleased that journalists across the country are seeing the OurTown opportunity and building sites where they live."

OurTown's Local Editors provide local content to their viewers and create an attractive advertising venue for small- and medium-sized businesses in their hometowns, villages and zip codes. All local advertising revenues go to the Local Editors, who also share in national advertising revenues.

As the current base nears 1,000 Local Editors reporting the news in more than 5,000 zip codes, OurTown.com expects to expand its reach to 5,000 local editors across the country by year-end 2008.

"Local Editors are our 'feet on the street'," says Carol Meinhardt, COO of OurTown Media, LLC. "Who knows better what goes on in a community or what is important to that community than the people who live there and are involved in the community?"

Daryl Rhodes, marketing director for OurTown.com reports that many of OurTown's Local Editors are journalists, teachers, bloggers and small business owners who are deeply involved in their community. "They see an opportunity to serve their community, its businesses and residents and increase their own income doing something meaningful in their hometown," says Rhodes.

About OurTown.com:

OurTown.com is a branded, hyper-local news and information website featuring local community news, business search, local and national views and local e-commerce. Based in Cincinnati, Ohio, OurTown.com's platform plans to have local editors reporting news on more than 70,000 communities across the United States.

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