

What's up Calgary? ThisCity knows!

When Calgarians want to know what band is playing at their favorite club or which restaurant has the best daily specials, they visit thiscity.com to find out.

ThisCity was launched in 2007 with goal of making it the definitive local search portal for all things Calgary - from events to jobs to movies . Since that time, its web site traffic has increased 250 per cent and approximately one quarter million Calgarians visit the site each year.

ThisCity is also a resource for Calgary businesses who want to tap into an Internet-savvy audience to sell their products or share information. The company behind the web site is currently in the process of refocusing its advertising services for business making them more flexible and customizable through their CityAd Program. Once the new ThisCity.com and CityAd Program have been launched and well-received within the Calgary market, the company will expand its services to additional cities across Canada.

The face behind ThisCity is Chris Perrotta, the company President and Founder. Chris is a young entrepreneur and recent graduate of Mount Royal College's Applied Business Entrepreneurship Program. Chris chose to be an entrepreneur because of the freedom it brings him. Although it brings many challenges - like long hours and financial uncertainty - freedom and the chance of seeing his company succeed keeps him motivated.

Chris has been recently nominated for a 2009 TechRev Innovator Award (www.techrev.ca) for his achievements with ThisCity. And this April his company was one of the first to receive an Alberta Innovation Voucher from the Government of Alberta.



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