



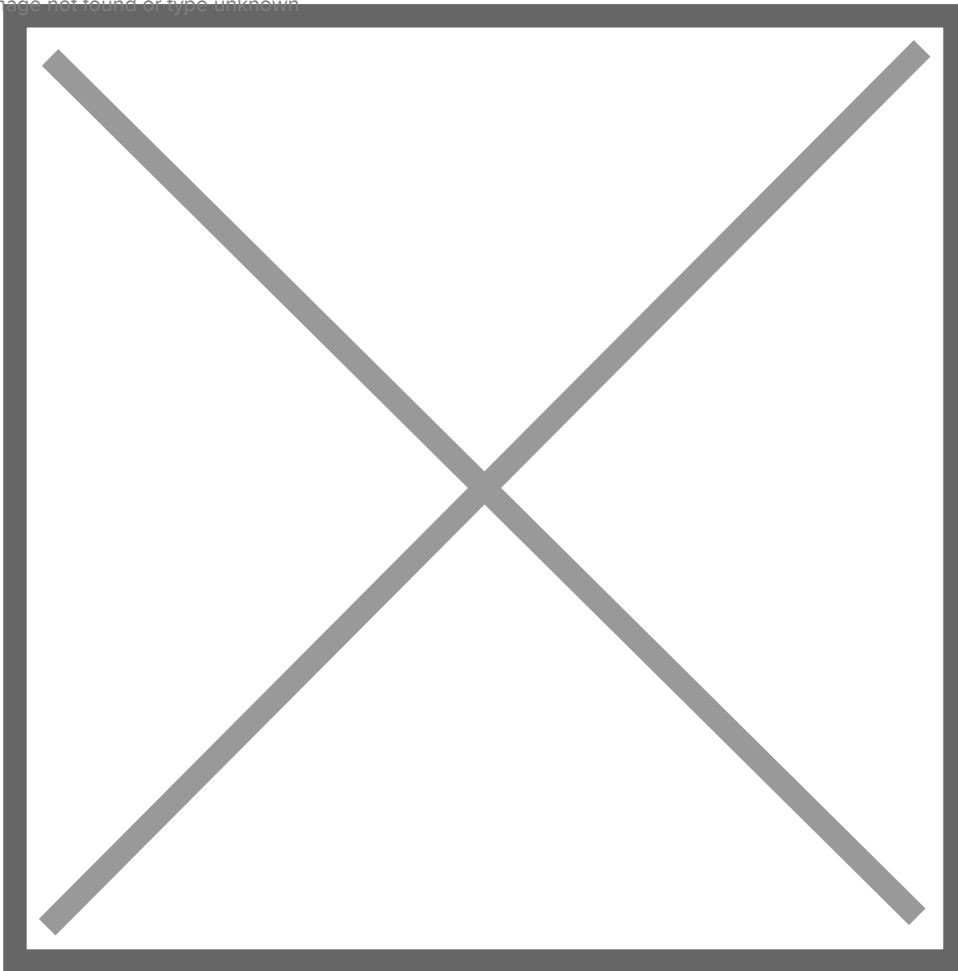
NEW YORK STATE SENATOR

Gustavo Rivera

Senator Rivera: In the District (Interactive Map)

GUSTAVO RIVERA August 10, 2011

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Bronx, NY – State Senator Gustavo Rivera (D,WF-Bronx) has become the first New York State legislator to launch and actively participate on FourSquare. In the spirit of government transparency and increased accountability, Senator Rivera has invited the residents of the

33rd Senate District to track his events online in order to better understand where and how their Senator is working to serve them.

Foursquare is a location-based service which allows users to "check in" to locations. That information can be accessed through Foursquare itself or rendered as physical maps and calendars for display on other websites. Interactive in its nature, Foursquare goes one step further in new and untraditional forms of communication.

"As State Senator, I take very seriously my responsibility to ensure the residents of the 33rd Senate District know I am available to them, whether it be through mail, town hall meetings, visiting community events, Facebook, Twitter and now Foursquare," said Senator Rivera. "I want my office to be creative about ways in which we can continue to engage individuals who may not normally get in contact with their elected officials. That means utilizing new, innovative ways for my constituents to find out what I am doing to serve them in their communities and to be able to hold me accountable as their representative."

Senator Rivera can be found on Foursquare by going to

www.foursquare.com/nysenatorrivera. To view a realtime-updating map of where Senator

Rivera has visited constituents in the district, go to Senator Rivera's website:

<http://rivera.nysenate.gov/>.