



Media Contact: Andrea Carter, FG Creative  
(760) 773-1707 or [andrea@fgcreative.com](mailto:andrea@fgcreative.com)

**FOR IMMEDIATE RELEASE**

April 18, 2011



## **THE CITY OF LA QUINTA LAUNCHES IPHONE APP AND NEW TOURISM WEBSITE**

**La Quinta, CA** - The City of La Quinta is pleased to announce the recent launch of its first ever iPhone App as well as its newly upgraded and redesigned website, [www.PlayinLaQuinta.com](http://www.PlayinLaQuinta.com). Both the website and iPhone App were launched in early April to promote tourism in La Quinta, and to provide valuable resources for both residents and visitors.

The City of La Quinta iPhone App is a direct portal into [www.PlayinLaQuinta.com](http://www.PlayinLaQuinta.com), La Quinta's tourism website. The app serves as a mobile version of the website for iPhone, iPod Touch, and iPad users to easily navigate the City. The easy-to-use program gives users a city map and information on La Quinta shopping, dining, golf, hotels, and events. Anyone with a compatible device may download the app for FREE through the Apple iTunes

Store or the iPhone App Store. Plans to develop similar apps for the Android and Blackberry are being reviewed as part of next year's marketing plan.

PlayinLaQuinta.com is designed as a user-friendly website with similar site navigation to other popular tourism websites. The new site features enhanced shopping and dining directories; additional photography; support links on the home page for quick access to La Quinta's most frequently searched topics such as hotels and events; video links, weather, and directions; a new "What's Happening This Month" events button on the home page; more detailed information on the Events and Things To Do pages; and prominent placement on the home page highlighting one key event each month.

The new website and app were created by the City's marketing firm, locally-based FG Creative. The e-marketing resources will supplement to La Quinta's government website, [www.la-quinta.org](http://www.la-quinta.org). For more information visit [www.PlayinLaQuinta.com](http://www.PlayinLaQuinta.com), download the app at the iTunes Store or on the iPhone App Store, visit [www.la-quinta.org](http://www.la-quinta.org) or call (760) 777-7000.



###