



**FOR IMMEDIATE RELEASE**

## **GOOGLE LAUNCHES NEW PROGRAM TO OFFER FREE WEBSITES FOR HISPANIC SMALL BUSINESSES IN LOS ANGELES**

*Get Your Business Online con Google program provides Hispanic-owned businesses Spanish-language tools and resources to help them succeed online*

**Los Angeles – Dec. 3, 2012** – Google today announced the launch of [Get Your Business Online con Google](#), a program targeted at Hispanic owned businesses to get online, in Los Angeles. The platform is part of a statewide initiative aimed at helping the **57 percent** of California Hispanic small businesses that do not have an online presence. To kick off the program, Google will host workshops at Kesspro Studios in Los Angeles on Tuesday, Dec. 11.

“Google is excited to continue its commitment to small and medium-sized businesses by creating a program that is specially designed to reach Spanish-speaking entrepreneurs,” said Mark Lopez, Head of U.S. Hispanic Audience Sales. “Hispanic businesses in the U.S. have grown more than 44 percent in the past five years, making ‘Get Your Business Online con Google’ a natural next step to continue driving economic growth and empower Latino business owners to get online.”

*Get Your Business Online con Google* is an easy and quick way for businesses to get online. The program is now available in English and Spanish. For the next year, participating businesses can go to [www.GYBO.com/Espanol](http://www.GYBO.com/Espanol) to get a free website, tools, training and resources to help their business succeed online. Google is partnering with Intuit to provide its popular [Intuit](#) Websites offerings for free, including an easy-to-build website, a customized domain name and web hosting for one year.

The launch of the statewide effort to get Hispanic-owned businesses online is a continuation of Google's successful 50-state tour of "Get Your Business Online." The program was carefully designed to help drive economic growth by providing businesses the tools and resources they need to create a website, find new customers and grow their network.

For the Spanish-language launch, the company worked with national and local partners, including the United States Hispanic Chamber of Commerce (USHCC), the Los Angeles Small Business Development Council, the Latino Business Chamber of Greater Los Angeles and the Latino Business Association, among others.

"We proud to work with Google to bring business application workshops for the Latino business community in Los Angeles, " said Jorge Corralejo, chairman of the board, Latino Business Chamber of Greater Los Angeles. "We look forward to welcoming hundreds of Hispanic business owners and providing with them the tools they need to become more competitive as an engine of our nation's economy."

To participate in the *Get Your Business Online con Google* event and receive in-person instructions on how to get online and better promote their products and services online, business-owners can register online at <http://www.gybo.com/español> or call 1-800-986-4157.

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