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**EUGENE’S FIRST COMMUNITY-DRIVEN, MICRO-NEWS SITE:  
MyEugene Serves as a Resource for the Entire Eugene Community  
—Including Local Media**

EUGENE, Ore.—Eugene residents, college students, businesses and local media now have a new resource in town: [MyEugene](http://MyEugene.org)—an online micro-news site.

[MyEugene](http://MyEugene.org) is an independent, “all-volunteer” news site featuring conversations and stories that were suggested by the people of Eugene—for the people of Eugene. The site serves to benefit all segments of the community by serving as a platform for sharing micro-news and neighborhood stories not reported elsewhere.

Local media can use the site as a resource because [MyEugene’s content is licensed](#) under [Creative Commons](#), which makes it possible for local news organizations to republish stories without requesting permission. Community members use [MyEugene](http://MyEugene.org) as a resource to make their stories and voices heard, and to get the word out about neighborhood topics that are important to them. MyEugene also benefits [local businesses](#) looking to increase their brand’s digital exposure because they, too, can contribute their own [stories with tips and ideas](#) that are relevant and valuable to the community.

(more)



## **EUGENE’S FIRST COMMUNITY-DRIVEN, MICRO-NEWS SITE / ADD 1-1-1**

College interns looking to learn more about citizen journalism and new media in a hands-on fashion can benefit from MyEugene because the site is entirely community-driven and powered by the Social Web. MyEugene provides an [opportunity for students to become published](#) – in almost any media format – on a highly trafficked and trusted news site.

Guest contributions, as well as story suggestions, from any segment of the community are welcome at MyEugene.

“MyEugene initially started out as a [hobby and experiment](#) in citizen-journalism,” says founder and publisher [Jaculynn Peterson](#). “Yet since it went live in January 2009, [MyEugene](#) has taken on a life of its own, growing purely by word-of-mouth and social media.”

Peterson attributes some of this growth to MyEugene’s inclination toward consumer-protection issues, as well as its neutral stance about politics and religion.

"We're so lucky to have support like MyEugene!" says Eugene resident Allie Corcoran.

MyEugene will be hosting a [community celebration event](#) at [Cozmic Pizza](#) on June 6 from 3:30 to 9:30 p.m. in honor of its official—albeit long overdue—launch announcement. Visit the site for [event details and ongoing updates](#). The event is open to the public.