



**Fairfield County Central**  
[www.fairfieldcountycentral.com](http://www.fairfieldcountycentral.com)

**Fact Sheet**

- Fairfield County Central (FCC) is a new, locally-based website that connects consumers and area businesses through a community of centrally hosted microsites (one-page websites).
- FCC was created by Todd Jones in September 2008 to help local small business owners capture the power and reach of the internet for use in their marketing and advertising strategies.
- FCC provides small businesses with:
  - A fully editable ad-free microsite (one-page website)
  - A friendly web address that is easy to remember
  - Complete 24/7 access to edit the microsite as often as needed
  - Cross-promotion with other local businesses
  - Access to cost effective online and email marketing
- FCC provides consumers with:
  - An up-to-date and easy-to-use guide to local businesses
  - Local search results that can be filtered for fine-grained control
  - The ability to bookmark or share a microsite on many popular social networking sites
  - An electronic newsletter about local sales, specials and events
- Fairfield County Central can be found online at [www.fairfieldcountycentral.com](http://www.fairfieldcountycentral.com) and is currently offering businesses a sixty day free trial. After the free trial, the cost is \$37.50 per month. Subscriptions to Fairfield County Central's email newsletter of local sales, specials and events are free.
- To create an account, go to [www.fairfieldcountycentral.com](http://www.fairfieldcountycentral.com) and click on "Create an Account".