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For Immediate Release

## **Oro Valley Updates Domain Name for Town Web Site**

**ORO VALLEY, AZ (Oct. 4, 2007)** — The Town of Oro Valley will change its Internet domain name from the current [www.townoforovalley.com](http://www.townoforovalley.com) and will convert Internet and email systems to reflect the “.gov” designation, effective Oct. 15<sup>th</sup>.

The new website address will be [www.orovalleyaz.gov](http://www.orovalleyaz.gov). The change will not affect independent web sites and departments, such as the Oro Valley Police Department and the Public Library, until their domain names expire.

Extensions for emails—which are currently [name@orovalley.net](mailto:name@orovalley.net) for Town employees and [name@ovpd.org](mailto:name@ovpd.org) for the Police department—will both transition over to the new domain extension. Inbound inquiries using the old domain name on both the web site and email addresses will remain in effect through June of 2008 and will be routed through to recipients. Outbound emails for both Town employees and the Police department will be sent using the new domain extension.

David Andrews, town manager, says the Town will allow ample time for users to update their records, and Town staff to phase out its current inventory of stationary and other materials that reflect the old address.

“The old domain did not reflect that we are a government body,” Andrews said. “The strict authorization standards for the .gov domain name help ensure citizens that they are accessing an official government website, which builds trust and credibility.”

Andrews added that the .gov domain also helps people who are searching for Oro Valley information on the Internet, as people are more familiar with looking for public agencies with the .gov designation.

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Timeline

Oct. 15, 2007:

[www.townoforovalley.com](http://www.townoforovalley.com) will be redirected to [www.orovalleyaz.gov](http://www.orovalleyaz.gov)

Outbound email addresses will change from [name@orovalley.net](mailto:name@orovalley.net) to [name@orovalleyaz.gov](mailto:name@orovalleyaz.gov)

June 30, 2008:

Transition complete. Inbound inquiries to [www.townoforovalley.com](http://www.townoforovalley.com) and [name@orovalley.net](mailto:name@orovalley.net) or [name@ovpd.org](mailto:name@ovpd.org) will no longer be recognized in the system.