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## **J.C. Cannistraro launches Facebook page**

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J.C. Cannistraro, LLC, the Watertown-based mechanical construction firm, has launched its company Facebook page. Through its official Facebook portal, the firm plans to share information about its fundraising efforts and charitable initiatives organized by Team Cannistraro. Team Cannistraro provides Cannistraro employees with opportunities to participate in healthy, sports-related events in the New England area while simultaneously giving back to the community. The Cannistraro family has a long tradition of community involvement. Given the importance of such efforts, the firm believes that the power of social media, more specifically Facebook, can help maximize the exposure of its Team Cannistraro initiatives.

"Social media is all about building an online community," said Tom Palange, director of marketing for Cannistraro. "Facebook provides us with the perfect opportunity to share the many activities with which team Cannistraro is involved. We're excited to share our stories."

Not only does Facebook provide a platform for sharing, it is also perfect for interaction. Cannistraro employees, their families, as well as clients and colleagues, can all turn to the Cannistraro Facebook page to discuss upcoming events, provide feedback or suggest new charities for consideration.

The Cannistraro Facebook page can be accessed via your computer or mobile device by visiting: <http://facebook.com/jccannistraro>.

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