



FOR IMMEDIATE RELEASE
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Wade Kwon
mail@birminghamblogging.com

**BUSINESSES IN NEED OF LOW-COST MARKETING, SALES
CAN START WITH EFFECTIVE BLOGGING**

BIRMINGHAM, Ala. — Award-winning blogger and Birmingham native Wade Kwon will teach “Beginning Blogging for Businesses,” a one-day course that shows how owners, marketing directors and other businesspeople can get started in social media.

“Many Birmingham businesses have questions about blogging,” Kwon says. “They want to know about the benefits of using social media, but worry about the backlash. We can help them jump in quickly and smartly.”

The class from the BIRMINGHAM BLOGGING ACADEMY is part of SHIFT LEARNING, a series of courses offered by Shift Workspace, a new downtown coworking center, located at 2308 Second Ave. N.

It takes place from 9 a.m. to 4 p.m. on Saturday, Aug. 29. Students must register online at birminghamblogging.com ahead of time.

(In October, Kwon will be a featured speaker at the 2009 BlogWorld and New Media Expo in Las Vegas.)

Kwon started his blog, WadeonBirmingham.com, in 2005 after his employer, the Birmingham Post-Herald, folded. That site led to a new job at Southern Living magazine and an award from the Society of Professional Journalists.

For more information on classes, visit birminghamblogging.com.

Wade Kwon is available for interviews to discuss how owners can start blogging the right way to grow their business. Contact him at mail@birminghamblogging.com.