

## Soofa Expands Footprint In Georgia With Sugar Hill Installation

**Sugar Hill, GA, December 18, 2020** – The City of Sugar Hill will become the first city outside of Atlanta and the second city in the state of Georgia to bring Soofa Signs to its community. In the first phase of installation, Sugar Hill will be implementing three Signs throughout the city’s downtown district. The Signs will be used to facilitate community engagement by displaying small business offerings, local events, community surveys, and city updates.

The Soofa Signs will drive economic activity in Sugar Hill, offering local businesses the opportunity to communicate hyperlocal messages to people walking by the Signs by sharing seasonal deals, adjusted hours of operation, special offerings, and more. The Signs will also publicize city-sponsored activities and events, many of which have become virtual during the pandemic, such as Sugar Hill’s holiday donation drive, celebrations honoring city volunteers, opportunities to support local businesses, family movie nights in Sugar Hill’s amphitheater, and more.

“We can’t wait to begin our partnership with Soofa to provide Sugar Hill citizens with relevant, timely information about what’s going on in their city,” said Mercy Montgomery, Economic Development Director. “It’s our mission to keep our community engaged and connected to one another even while we’re physically separated, and the Soofa Signs will help us communicate upcoming events, activities, and city information that all Sugar Hill residents can enjoy.”

Mayor Steve Edwards commented, “Sugar Hill is excited to be bringing this state-of-the-art technology to our city. The Soofa Signs will provide us the ease and flexibility needed to communicate with our constituents effectively, whether it’s alerting them about public health guidelines or inviting them to take part in our citywide events. We’re excited to deploy Soofa’s technology to keep Sugar Hill residents in touch with one another and with the City even as we remain physically separated.”

“We’re thrilled to be expanding throughout Georgia and are proud to have Sugar Hill be one of the first cities outside of Atlanta to adopt the use of our technology,” said Sandra Richter, Soofa’s co-founder and CEO. “Bringing communities together is at the core of Soofa’s mission, and Sugar Hill’s strong sense of community is reflected through their many events, activities and announcements. The Soofa Signs are sure to be a valuable resource to display community information for all residents to see.”

Soofa, a female-founded startup out of the MIT Media Lab, builds the first of its kind, solar-powered digital sign with e-ink display. The Signs display a combination of government updates, community-generated content, and local business information. The Sign also updates passersby on real-time transit information and local events while engaging users with poll questions relevant to their community. The Soofa Sign is accessible for anyone to use through an online, self-service platform called [Soofa Talk](#). The [Soofa Sign was featured by Engadget](#) as a finalist for Best Vision for the Future at CES and was [described by Curbed as the Facebook wall for the real world](#).

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