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## New Tornado Facebook Site

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Tornado Industries, a division of Tacony Corp., a manufacturer of professional cleaning equipment, has announced a new Facebook page designed for cleaning professionals at <http://www.facebook.com/TornadoIndustries>.

According to the company, the site is an extension of its TornadoWatch newsletter, which boasts over 7,000 subscribers. Jolynn Kennedy, Tornado's marketing manager, explains that the Facebook page is geared to help industry professionals meet cleaning challenges in an efficient, effective, and environmentally responsible manner while adding the benefit of sharing two-way communication.

As reported in a prnewswire release, Kennedy says more and more people including those in the professional cleaning industry, are accessing social sites to gather information, conduct research before making purchases, for product recommendations, and seek expert advice.

"With this in mind, our goal is to turn our Facebook site into a 'Tornado Community' where everyone has a voice, can join discussions, and can be part of the conversation," she says. "We also plan to use our site to address the needs of end customers as well as our distributors." Adds Kennedy, "The part of the community we are creating and we want them all involved."

For info: [www.tornadovac.com](http://www.tornadovac.com)



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