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New Brighton-based **Risdall Marketing Group** was named a finalist in two categories of the Forrester Groundswell Awards: the "B2C Talking" category for its work with GoGirl, a device that enables women to go to the bathroom standing up, and the "B2C Listening" category for its work with McNally Smith College of Music, a St. Paul music college. The Groundswell awards recognize applications of social technology that aid business performance.