

'Edwards Snow Den' infiltrates the White House on Google Maps

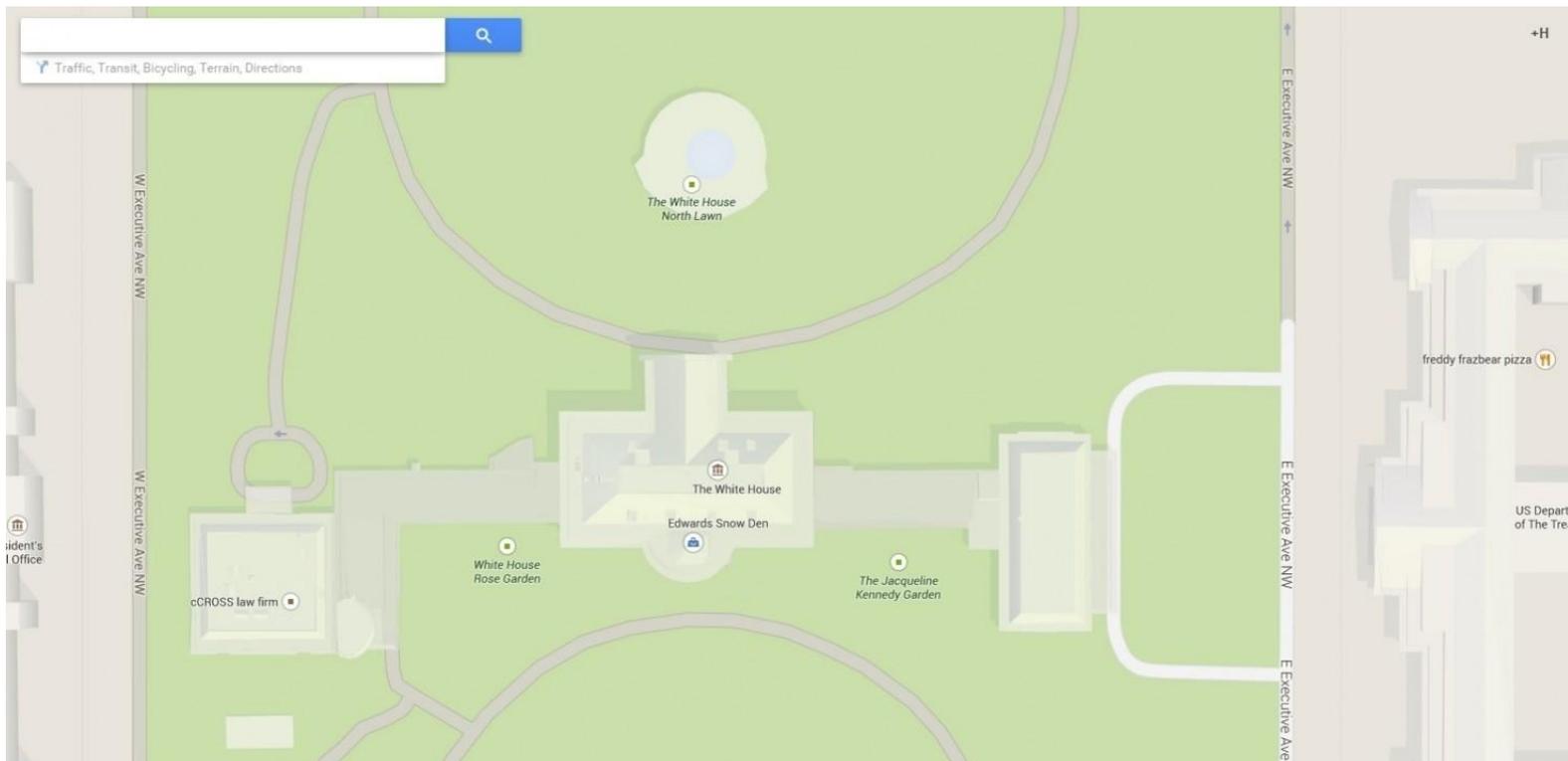
By [Hayley Tsukayama](#) April 14, 2015 (Screengrab by Hayley Tsukayama)

http://www.washingtonpost.com/blogs/the-switch/wp/2015/04/14/edwards-snow-den-infiltrates-the-white-house-on-google-maps/?wpisrc=nl_headlines&wpmm=1

This post has been updated.

The White House has another intruder, but this one isn't because of poor security protocols at the fence. Look up the White House on Google Maps right now, and you'll see a location listing for former NSA contractor and whistleblower Edward Snowden.

Well, actually you'll see "Edwards Snow Den," a joke business set up on the maps service that



claims to be a [snowboarding shop](#). The Google Plus listing for the shop even has hours -- 5 a.m. to 11 p.m. every day -- and a Washington state phone number that only leads to a busy signal.

Google did not immediately respond to a request for comment.

It's a funny, clever little joke but one that's not necessarily difficult to pull off. Google Maps, particularly when it comes to business listings, relies heavily on user-submitted content. So one

could have easily made a listing for "Edwards Snow Den" at a different address and then submitted an address change for 1600 Pennsylvania Avenue.

There's actually also another business listed in the White House, a law firm called cCross. There's also a listing for "freddy fazbear pizza" within the U.S. Department of the Treasury building, presumably a reference to the Freddy Fazbear horror video game series.

Google has several ways to [verify businesses](#), including by sending postcards or by calling a business's listed phone. Still, there are plenty of businesses that show up on Google Maps that are a little bit misplaced, or -- in this case -- nonexistent. Users can report closed or moved businesses by clicking the "Report a Problem" link on the map service.

In any case, if Snowden were chilling at the White House, he wouldn't advertise that fact on Google Maps.

Update: Google has removed the fake listings from the White House and the Treasury building.

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