

SEACOAST CREATIVE AGENCY TEAMS UP WITH INTERNATIONAL GROUP FOR FOURSQUARE PANEL AT MAJOR CONFERENCE

Proposal is up for public vote through August 27th

GREENLAND, NH, AUGUST 25, 2010 – Greenland-based MicroArts Creative Agency and the Tampa-based international group Foursquare Day have teamed up together for the 2011 South by Southwest Interactive Festival in Austin, proposing a panel titled *Foursquare Day: Realizing the Location-Based Services Revolution*, in order to help educate and grow the Location-Based Services community.

“Location-Based Services are the future of marketing and they’re already here,” said Walter Elly, Director of Emerging Technology at MicroArts. “We’re seeking to help accelerate the adoption of these services through education. By doing so we’ll help businesses unlock new marketing opportunities and foster a world of more relevant and meaningful marketing communications for everyone.”

The panel is being proposed for the South by Southwest (SXSW) Interactive Festival (March 11-15, 2011), taking place in Austin, TX. SXSW offers the unique convergence of original music, independent films, and emerging technologies. The annual event attracts over 10,000 attendees and covers technology and marketing oriented topics ranging from Branding, Marketing and Publicity to Social Issues, Education and Health.

“We’re excited to have the opportunity to bring Foursquare Day to SXSW.” said Dr. Nate Bonilla-Warford, founder of Foursquare Day, “By examining the possibilities of Location-Based Services through Foursquare Day as a case study we can kick off Foursquare Day 2011 while enlightening the world about the full potential of services like Foursquare. SXSW is the perfect venue for this effort.”

The panel has been posted for a vote by the public through Friday August 27th at <http://panelpicker.sxsw.com/ideas/view/7820>. Votes from the community, along with feedback from SXSW Advisory Boards and the SXSW staff, will help determine programming for the event.

About Foursquare

Foursquare is a mobile application and Location-Based Service that makes places easier to discover and cities more interesting to explore. It is a friend-finder, a social city guide and a game that challenges users to experience new things, and rewards them for doing so. Foursquare lets users "check in" to a place when they're there, tell friends where they are and track the history of where they've been and who they've been there with.

About Foursquare Day

Foursquare Day was founded by Tampa optometrist Dr. Nate Bonilla-Warford. His idea was that since four squared equals 16, it would be great to encourage people to use Foursquare on the fourth month and 16th day of the year. The first Foursquare Day took place on April 16, 2010 and became an international phenomenon, with 290 cities around the world participating. Portsmouth, NH was determined to be the top city in the world in terms of business participation on Foursquare Day.

About MicroArts

MicroArts is a brand launch communications agency specializing in branding, Internet marketing and marketing communications that are laser-focused on creating brand ubiquity and driving new revenues. As an elite team of multidisciplinary specialists, our experience runs deep in brand development and positioning; Internet marketing; website design and development; lead generation programs, social media and advanced search engine marketing.

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Media Contacts:

MicroArts
Walter Elly
Phone: 347-948-6952
Email: walter@microarts.com
<http://www.microarts.com>

Foursquare Day
Jessica Barnett
Phone: 727-537-9350
Email: info@4sqday.com
<http://4sqday.com>

