



Champion Specialty Services and Digital Marketing Innovator Isovera Forge Strategic Partnership

Champion is Revolutionizing its Marketing Footprint in the Specialty and Heavy Construction Industries

Champion Specialty Services, an industry leader offering specialty services for the infrastructure, industrial, commercial, nuclear, and environmental industries, today announced a new collaboration with digital marketing agency Isovera (isovera.com). Isovera has been engaged as a strategic partner in shaping Champion's brand identity by elevating the awareness of Champion's highly sophisticated work.

Over the past 15 years, Champion has established a major presence in the specialty services industry, specializing in protective coatings, access work, repair, and remediation of facilities. This partnership aligns Champion's extensive portfolio of services with a commanding presence in the specialty and heavy construction sectors. Isovera is enhancing Champion's prominence within the construction industry by leveraging a strategy that integrates innovative design, content creation, storytelling, and digital marketing to showcase the exceptional nature of Champion's work across market sectors and at various scales.

Through this strategic collaboration with Isovera, the external visibility of Champion's work will be significantly advanced through an improved website user experience, and the creation of powerful case studies, compelling business development materials, refreshed branding elements, and strategic public communications. Additionally, Champion's internal communications regarding safety and protocols will be expanded to benefit more than 1,000 employees across the globe.

Kyle Hough, COO of Champion Specialty Services, said, "Our partnership with Isovera is enabling us to demonstrate our commitment to safety and quality by providing us with new ways to highlight the talent of our teams and showcase the work we are proud to deliver every day."

"This exciting collaboration with Champion will allow us to use customized creative solutions to integrate their brands in authentic ways to showcase their expertise and elevate their presence within all of their target markets," said Marivi Bryant, VP of Client Leadership & Operations at Isovera.

Isovera has unified the Champion brand across their multiple divisions including Infrastructure, Industrial, Commercial, Nuclear, and Environmental. This comprehensive effort encompasses the development of brand standards and guides, presentation decks, social media guidelines,

digital media, and marketing literature. Additionally, it aims to increase awareness of Champion's rich corporate culture while cultivating safety newsletters, training materials, and a strategic internal marketing plan that underscores its commitment to the principles of safety, quality, and accountability.

About Champion Specialty Services

Founded in 2006, Champion Specialty Services portfolio of brands provides protective coatings, access work, repair, and remediation of facilities for construction, infrastructure, environmental and nuclear industries. Achieving the highest safety and quality standards when deploying its specialty services teams and equipment to build, repair, and maintain facilities across sectors and other complex environments. Champion is a proven industry leader who meets or exceeds safety, performance, and specification requirements for every client and project. Champion has also earned multiple awards from Annual AMPP Awards and is ranked on ENR's prestigious list for Top 600 Specialty Contractors. For more information, please visit <https://www.championssc.com/>.

About Isovera

Isovera, a full-service digital marketing agency, distinguishes itself through a distinctive blend of authenticity and innovation. Committed to making a tangible difference for its clients, Isovera seamlessly combines the strategic insights of a large agency with the personalized advantages of a smaller one. By effectively fusing marketing and technology, Isovera delivers solutions that generate measurable impact on the brand. With an extensive 24-year track record, Isovera offers a versatile range of services, including agency of record partnerships, project-based engagements, and monthly success plans. Inc. Magazine also named Isovera on its iconic Inc 5000 ranking. For more information, please visit <https://isovera.com/>.



For Immediate Release

2023 Pet Independent Innovation Award-Winner PawzNDogz Partners with Freedom Pet Supplies to Expand Distribution of Canine Enrichment Products to Pet Lovers Across Eastern Canada

PawzNDogz, the premium Canadian family-owned pet brand known for its innovative canine enrichment Snuffle Mats, is excited to announce a strategic partnership with Freedom Pet Supplies Inc., a leading Canadian pet supplies distributor.

Founded in 2001 by John and Kelly Ayres, Freedom Pet Supplies is a powerhouse in the pet industry, focusing on quality distribution and excelling in sales and marketing. The collaboration between PawzNDogz and Freedom Pet Supplies marks a significant milestone in bringing PawzNDogz's acclaimed Snuffle Mats to a broader audience.

Over the past four years, PawzNDogz has gained renown for its premium Snuffle Mats, based on olfactory canine enrichment. The meticulously designed mats are fun for pets and enhance their cognitive and problem-solving abilities. They also serve as a slow feeder for dogs who love to guzzle their food. The mats are crafted from high-quality, pet-safe materials and are machine-washable and odor-free. Snuffle Mats are primarily designed for dogs but also cater to smaller pets, including cats, rabbits, ferrets, chinchillas, hamsters, and guinea pigs.

Canine enrichment has gained momentum in recent years for its role in the holistic development of pets. PawzNDogz Snuffle Mats challenge pets' brains, encourage them to work for their food, and engage in activities that simulate the wild environment, thus helping reduce stress, anxiety, and undesirable behavior.

The Snuffle Mats won "Training Aid Product of the Year" at the 2023 Pet Independent Innovation Awards. PawzNDogz has quickly become a favorite brand among pet parents. Its products are available in more than 1,000 stores across Canada, the United States, New Zealand, the United Kingdom, France, Germany, Switzerland, and Taiwan.

Freedom Pet Supplies CEO John Ayres said, "We are excited to be partnering with PawzNDogz to add this quality line of Snuffle Mats to the expanding category of animal enrichment products. Our experienced sales team looks forward to representing this innovative line and fulfilling the increasing demand for products in this emerging segment."

Snuffle Mats are not just a tool for canine enrichment; they enable pet parents to strengthen their bond with their furry companions. PawzNDogz recommends supervised use of their mats, emphasizing the positive impact snuffling can have on dogs, even when physical exercise may be challenging.

The partnership between PawzNDogz and Freedom Pet Supplies will make PawzNDogz's enriching products more accessible to pet lovers across Eastern Canada, reinforcing the brand's vision that "All dogs should experience the joy of snuffling in a PawzNDogz Snuffle Mat."

"We are thrilled to partner with Freedom to enhance our retail presence in Eastern Canada," said Smriti Pratishruti, Founder & Owner of PawzNDogz. "As a family-owned business, PawzNDogz is dedicated to delivering the utmost quality for our beloved furry companions. Our customers love our carefully crafted Snuffle Mats, tailored to meet the needs of contemporary pet parents. With our focus on personable service, agility, and excellence, our business aligns seamlessly with Freedom's family-oriented ethos. We are confident this collaboration will welcome numerous new members into our expanding family."

For more information about PawzNDogz, please visit <https://pawzndogz.ca/>

About PawzNDogz

PawzNDogz is a premium online Canadian family-owned boutique pet brand specializing in canine enrichment products. Snuffle Mats are mentally stimulating, designed in Canada, durable, machine-washable, and feature varying challenge levels. PawzNDogz thoughtfully designs products to cater to a wide range of pets.

About Freedom Pet Supplies, Inc.

Freedom Pet Supplies, Inc. is a Canadian pet supplies distributor founded in September 2001 by John and Kelly Ayres. The company focuses on quality distribution, sales, and marketing, serving as a reliable partner for pet product manufacturers.



For Immediate Release

**WEDDERSPOON GOLD
100% RAW GOURMET WILD DANDELION HONEY**

**ANNOUNCED AS FINALIST FOR SOFITM AWARD Winners to Be Announced on
June 29 at**

61st Summer Fancy Food Show in NYC

Award-winning Wedderspoon Organic, Inc. is proud to announce that its Gold Label 100% Raw Gourmet Wild Dandelion Honey is a Finalist for the Specialty Food Association's sofi™ Awards for outstanding specialty foods and beverages. Ted Allen, host of Food Network's "Chopped", will announce the winners at the 61st Summer Fancy Food Show. The event will be held on June 29 at the Jacob Javits Center in New York City.

A sofi™ Award is the highest honor in the \$109 billion specialty food industry. This year, 2,715 entries were received across 32 awards categories. A national panel of specialty food experts selected the finalists.

"We are thrilled to be a finalist for this prestigious award," says Rebecca Remley, CEO, Wedderspoon Organic, Inc. "We take great pride in producing premium honey products with wonderfully unique tastes and textures that appeal to a broad spectrum of palates. To be recognized by such a leader in the industry is a great honor."

Exclusive to Wedderspoon, the 100% Raw Gourmet Wild Dandelion Honey is sourced from New Zealand's pristine, remote mountainous South Island region, and is harvested from uncultivated dandelions. Bright yellow, raw, and unpasteurized, this honey delivers a rich, tangy flavor that goes great with gourmet cheeses or as a spread on hot buttered toast.

About Wedderspoon Organic

Founded in 2005 by entrepreneurial husband and wife team Catherine and Sebastien Martin, Wedderspoon Organic, Inc. was created to provide customers with the highest quality, organic, and delicious Manuka and other specialty honeys sourced from ethically harvested bee production from New Zealand's pristine countryside.

Wedderspoon's award-winning and ever-expanding product line is available at retailers in 27 countries and via e-commerce. The honey-based food and personal care products are marketed

under the Wedderspoon, Platonic, and Queen of the Hive brand names, in food, beverage, and personal care categories, respectively.

Today, Wedderspoon continues to meet its original mission and is creating environmentally-sound products that are BPA Free, antibiotic-free, and have been tested against 150 chemical and pesticides residues.

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers, and entrepreneurs. Established in 1952, the not-for-profit trade association provides its 3,000 members in the U.S. and abroad the tools, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association (formerly the National Association for the Specialty Food Trade, Inc.) owns and produces the Winter and Summer Fancy Food Shows and presents the sofi™ Awards.

###



For Immediate Release

Paul G. Allen's Vulcan Productions and Morgan Spurlock's Cinelan Announce Line-Up of Award-Winning Directors and Economic Advisors for Film Series Designed to Demystify the U.S. Economy

WE THE ECONOMY 20 Short Films You Can't Afford to Miss to Premiere this October Across Multiple Platforms

Special Sneak Preview at the New York Film Festival Convergence

Paul G. Allen's Vulcan Productions and **Morgan Spurlock's Cinelan** today announced the full line-up of directors for **WE THE ECONOMY 20 Short Films You Can't Afford to Miss**, a series pairing world-renowned directors with leading economists to drive awareness and a better understanding of the U.S. economy through engaging, creatively told stories. The series, which features animation, comedy, nonfiction, and scripted films, will launch simultaneously this October across multiple platforms and distribution partners including online, VOD, broadcast, mobile and theatrical.

"The economy is all around us, affecting virtually every aspect of modern life, yet there is a lack of understanding of how it works," said **Carole Tomko**, creative director, and general manager of Vulcan Productions. "We're pairing the power of storytelling with information and technology to help people better understand the drivers that make the economy tick so that they can take control of their own economic trajectory."

The directors are: **Ramin Bahrani** (*99 Homes, Goodbye Solo*), **Bob Balaban** (*Gosford Park, The Exonerated*), **Joe Berlinger** (*Brother's Keeper, Paradise Lost* trilogy), **Jon M. Chu** (*Step Up, G.I. Joe: Retaliation*), **Marshall Curry** (*Street Fight, If a Tree Falls*), **Heidi Ewing** and **Rachel Grady** (*Jesus Camp, Detropia*), **Adrian Grenier** (*Entourage, How To Make Money Selling Drugs*), **Catherine Hardwicke** (*Twilight, Thirteen*), **Mary Harron** (*American Psycho, I Shot Andy Warhol*), **Chris Henchy** (*The Campaign, The Other Guys*), **Lee Hirsch** (*Bully, Amandla! A Revolution in Four Part Harmony*), **Albert Hughes** (*The Book of Eli, Menace II Society*), **Steve James** (*Hoop Dreams, Life Itself*), **Barbara Kopple** (*Harlan County USA, American Dream*), **Shola Lynch** (*Free Angela and All Political Prisoners, Chisholm '72*), **Adam McKay** (*Anchorman, Funny or Die*), **Jehane Noujaim** (*The Square, Control Room*), **James Schamus** (*Brokeback Mountain, Crouching Tiger Hidden Dragon*), **Morgan Spurlock** (CNN's *Morgan Spurlock: Inside Man, Super Size Me*), **Miao Wang** (*Beijing Taxi, Yellow Ox Mountain*), and **Jessica Yu** (*Last Call at the Oasis, In the Realms of the Unreal*).

The directors worked closely with advisors from a team of leading economic experts who provided editorial guidance for these five to eight-minute films, which have been organized by subject into five chapters:

- **What Is the Economy?**
- **What Is Money?**
- **What Is the Role of our Government in the Economy?**
- **What Is Globalization?**
- **What Causes Inequality?**

The economic advisors are: **Dean Baker** (co-director, Center for Economic and Policy Research), **Yoram Bauman** (economist and author, *The Cartoon Book of Macroeconomics*), **Jodi Beggs** (educator and economics professor, Northeastern University), **Adam Davidson** (co-founder and host, NPR's "Planet Money"), **John Steele Gordon** (author, *An Empire of Wealth*), **Neil Irwin** (senior economic correspondent, *New York Times* and author, *The Alchemists: Three Central Bankers and a World on Fire*), **Greg Ip** (U.S. economics editor, *The Economist*, and author, *The Little Book of Economics*), **Markus Koch** (financial journalist, N-TV), **Annalyn Kurtz** (business and economics reporter), and **Diane Lim** (senior economist, Pew Charitable Trusts).

"**WE THE ECONOMY** is unlike anything that has been done before. We have taken a topic that is generally considered complicated, dry and boring, and made it entertaining, accessible, and informative," says director **Morgan Spurlock**, executive producer of **WE THE ECONOMY** and co-founder of Cinelan. "We hope audiences will be inspired to engage more after viewing the films, with a better understanding that the economy is complex, not complicated."

On September 27, the **New York Film Festival Convergence** will host a special panel discussion about this ambitious cross-platform project featuring filmmakers, economists, and the creators of the mobile and online elements. Neil Irwin, Senior Economic Correspondent for *The New York Times* will moderate.

A related educational program and details about the distribution outlets will be announced shortly. For more information about **WE THE ECONOMY**, please visit wetheeconomy.com

About VULCAN PRODUCTIONS

Founded by philanthropist and Microsoft co-founder Paul G. Allen and Jody Allen, [Vulcan Productions](#) produces compelling series, specials, features and digital content and creates outreach initiatives designed to explore critical issues and inspire people to take action. Vulcan Productions is committed to projects of significance that ignite progress and motivate audiences to have measurable impact on the world. Its projects have won numerous awards, including the George Foster Peabody Award, the Emmy Award, the Grammy Award, and the Wildscreen Panda Award. Acclaimed films and series from the documentary group include [Pandora's Promise](#), [Girl Rising](#), [Success at the Core](#), [Hard Candy](#) and [The Blues](#).

About CINELAN

Cinelan curates, produces, and distributes award-winning film programs that influence audiences by fulfilling the fundamental human desire to experience a good story. Cinelan recently completed [FOCUS FORWARD - Short Films, Big Ideas](#), a Webby-nominated and CLIO-winning series of thirty 3-minute films that reached audiences around the globe with over 140 screening events across all seven continents and over 75 million film-views from 150+ countries. Founding partners are Morgan Spurlock, Damon Smith, David Laks, Douglas Dicconson, Jack Myers and Karol Martesko-Fenster. <http://www.cinelan.com/>

###



Bill Courtney, Subject of The Oscar-Winning Best Documentary “Undefeated,” Shares His Hard- Won Lessons on Discipline, Success, Teamwork, and Triumph Over Adversity

Against The Grain

Oscar winner. Head football coach. Mentor. Acclaimed speaker. Entrepreneur. What now?
Author...

Bill Courtney breathes success. He famously turned a group of unfocused, at-risk teens at Manassas High School in Memphis, TN into a tight, highly motivated football team – a story that became the subject of the 2012 Academy Award-winning film, “*Undefeated*.” He converted an abandoned piece of property into a thriving \$45 million lumber company with 120 employees. And he has become a highly sought-after speaker and consultant for the likes of PepsiCo, Nike, FedEx, and more.

In his debut book, ***Against the Grain: A Coach’s Wisdom on Character, Faith, Family and Love***, Courtney holds no punches as he describes character, commitment, service, leadership, civility, and other traits that, in his decades of success, have proven to be the keys to a winning, sustainable and meaningful life and career. Readers will sweat, they will squirm, and they will be forced to leave their comfort zones -- but Courtney makes it well worth it because he truly *tells it like it is*.

Written with Michael Arkush and with a *Forward* by famed NBA coach Phil Jackson, ***Against the Grain*** kicks off by exploring the principle of character, which Courtney considers the absolute bedrock of one’s ability to be successful. He writes, “Only with character, which requires the courage to be totally honest with yourself, will one realize how other principles can have a profound impact.”

Each chapter thoroughly explains Courtney’s key tenets through compelling anecdotes about the colorful characters in his life. Like a coach leading his team, Courtney helps the reader to understand how to employ these fundamentals in all aspects of their lives, as well as offering a blueprint for change.

“I’m going to bare my soul in describing events and scars in my own life that I’ve had to conquer, get past, and forgive,” he says. “You can’t be a successful leader or mentor until you have served; you can’t serve until you have stepped out of your comfort zone. And you can’t step out of your comfort zone with any success unless you have character and keep your word. These values may be seen as old-fashioned, and perhaps they are, but they apply more than ever to the challenges that we face today.”

Against the Grain ultimately addresses the importance of one's legacy and shows that we are the architects of our own lives with the ability to make new and better choices each day.

"No one but you have control over your legacy. That's a choice you face every single day in terms of your attitude and commitment. Making that decision — which can mean taking some very difficult steps to abide by the principles that truly matter — will lead you on a path to your own profound legacy. Even if you must go against the grain."

Against the Grain offers readers hard-hitting lessons, inspiring real-life examples and a solid game plan do better. Courtney's encouragement and passion for us to reconsider our approach to life and constantly improve upon it comes across on every page.

About the Authors

Bill Courtney is a volunteer football coach and the owner and operator of Classic American Hardwoods, a \$40 million lumber company and 2013 inductee into the prestigious Society of Entrepreneurs. He is a sought-after speaker and consultant for organizations such as the USOC Paralympic Leadership Conference, the FedEx Leadership Live Conference, and the Fellowship of Christian Athletes. Courtney lives with his wife and four children in Memphis, Tennessee.

Michael Arkush has written nine books, including *The Last Season* with Phil Jackson and *Getting Up and Down*. He is a former associate editor of *Golf World* magazine. Arkush has written for *the New York Times*, the *Los Angeles Times*, and the *Washington Post*.

###



For Immediate Release

Os Kuduristas Kicks off Angolan Kuduro Backyard Party Series in Europe

Catching ears around the world—from M.I.A., Björk and Diplo to Buraka Som Sistema, Mastiksoul, DJ Gregory and Gregor Salto — Kuduro’s energy and insistent positivity echoes the West African country of Angola’s stunning cultural and economic renaissance. Angola is filled with palpable optimism, opportunity, and excitement.

Born of Angolan renaissance in the Information Age, Kuduro, which translates to “Hard Ass,” is the cultural expression of a new international and post-war generation. This movement draws inspiration from a variety of sources and mixes them into a highly energized, innovative form that incorporates dance, music, fashion, lifestyle, and attitude. Culturally savvy, cheeky, colorful, and bold, Kuduro is a unique and provocative genre that bridges the gap between Angolan and global cosmopolitan identity.

Drawing on their personal, sometimes gritty experiences—Kuduristas point first and foremost to their roles as cultural provocateurs, inciting growth, and bountiful creativity.

Os Kuduristas, a global initiative designed to introduce Kuduro internationally, is bringing Kuduro’s powerful form of expression to cities in Europe through interactive events and programs in September and October. From an educational musical exchange program between students in New York and Luanda, to staging street dance battles and inviting participants to experience Kuduro first-hand at live events; Os Kuduristas will introduce some of Kuduro’s hottest choreographers, wildest performers, and distinctive fashion design to the Western world.

Beginning in September, top Angolan dancers will challenge local dance crews at **dance battles** around each city introducing the experience of Kuduro. In late September and early October, Os Kuduristas will bring the Quintal (the Angolan backyard) to Amsterdam and Paris for five days of entertainment in each city. **The Os Kuduristas Quintal will offer the sights and sounds of Angola through an experiential journey that includes music, dance, art, fashion design, film, and Angolan inspired cuisine.** These events will immerse the public in Kuduro, inspiring visitors with the depth of authentically Angolan music and dance. Creative studio by day, party and concert space by night, the Quintal will provide a unique, exciting opportunity to explore Kuduro and a piece of Angola.

Featured Quintal performers include some of the biggest names in Angola’s Kuduro scene: the groundbreaking dancer and choreographer, **Manuel Kanza (winner of the 2008 hit Angolan television dance competition, “Bounce”)**, underdog sensation **Cabo Snoop**, Kuduro heartthrob **Francis Boy**, and quirky local favorites **Os Namayer: President Gasolina &**

Principe Ouro Negro. DJ Silyvi, a staple on Angola's electronic music scene, will be house DJ for Os Kuduristas, and take on battle challenges with local DJs in Paris and Amsterdam.

"Our mission, the mission of a Kudurista is to bring joy and harmony to our audience. It doesn't matter if it is onstage or offstage," says President Gasolina of Os Namayer. "We must always be ready to make our fans happy, to make them dance, to make them smile. We must be creative, and continually come up with something new."

Os Kuduristas has the same mission and aims to spread the energy of Kuduro and the Angolan renaissance on a global scale.

The Quintal also boasts a fashion show by Angola's award-winning fashion designers Projecto Mental. The groundbreaking fashion duo, comprised of Tekasala Ma'at Nzinga and Shunnoz Fiel, have been at the forefront of the revival of Angolan fashion and creativity for the past ten years. Projecto Mental has received international attention on runways around the world and has appeared in international publications including GQ Brazil, British Vogue, and Women's Wear Daily. Currently, Projecto Mental is opening its second retail location in Luanda, Angola.

The Os Kuduristas Quintal is designed by Sebastien Leon Agneessens, a New York-based French musician and installation artist. Over twelve years Sebastien has conceived multi-faceted installations for museums, theatres, and corporate clients. He is finishing Golden Horn, a permanent outdoor brass sculpture climbing a thirty-five-story tower in Istanbul, and touring museums around the world with a pipe organ-inspired installation, composed of two thousand pipes commissioned by Swiss watchmaking company Audemars Piguet.

###



For Immediate Release

**Multiple Award-Winning SkyderALERT
Mobile App and Social Network**

**Revolutionary One-Click Technology Blazes Trail for
Call-to-Action Applications**

“Possibly the most important App ever invented.” – *Top Apps Today*

"Putting the power of democracy in your hands..." - *ZDnet*

SkyderALERT, which establishes a completely new operational model for mobile apps with social integration, was launched by filmmaker / digital brand content creator George Barnes. During its first 90 days in the marketplace, it won numerous awards, grabbed the attention of IBM, and continues to create a buzz across app and social media industries. SkyderALERT is not just an app but also a social network that provides users with a one-click tool for action.

In just three months, SkyderALERT gained the following recognition: Winner of the Accolade Competition for Best Originality and Creativity for Original Mobile App; Top 5 Apple's App store and iTunes Top Social Networking apps (Google chat was #3); and Top 10 Twitter Next Top App for Social Networking. Additionally, it will be featured at the IBM 2014 Innovate Conference as a New Business Model for Effective Social media structure; and its new Twitter integration using site/app for Twitter petition crashed the Twitter server.

With its ease-of-use multiple process and technology patents, SkyderALERT created a completely new operational model for mobile apps with social integration.

Barnes created the App as a means of generating social action surrounding the controversial issue of Geo-Engineering, about which he produced a documentary film. Within two weeks of its launch, the app rocketed to the top five social media apps on iTunes and facilitated the delivery of thousands of mobile legislative petitions by its users.

“I was looking for a call-to-action, something concrete that people who are concerned about the

dangers of Geo-Engineering could do to shed light on the issue,” states Barnes who developed the app to allow users to document what they deem to be artificial clouds produced by jet planes and, with his one-click patented technology, enable users to instantly geo-locate their local legislators and electronically petition their support. As an added value, Barnes was able to build a database through the apps instantaneous return of personal user data.

The App has broad implications for the future of social and political action around the globe. Barnes has been deluged with inquiries from not-for-profits, interested in applying the same technology to their causes, as well as by corporate leaders who want the SkyderALERT model to be customized for their marketing and sales purposes to drive consumer action.

IBM General Manager of Rational Software Kristof Kloeckner said, “SkyderALERT is a great example of what we are looking to accomplish.”

Highlights of the SkyderALERT’s unique model include:

Simple to use yet highly effective.

Cloud based services- with big data capability.

Extensive patents in both process and technology.

Fast to market launch and fast updates.

Zero feedback loop time for customer input and negative to positive conversion method.

Developer interaction with users- giving users the feeling of ownership- and developers direct real-world comments.

Create a Social hangout and information-sharing forum.

Allows non-tech-savvy users the ability to use the App and social network easily.

Have organically viral growth potential.

Provide the public good information that is educational.

Enable Activism and motivate people in a positive way.

Empower the public to communicate directly with multiple legislators with one click.

In one click, the user sends the visual documentation along with an integrated petition and letter, auto populated with user information and geo-location, to the photo location and sends to 4 key legislative offices in the USA (4 key international groups for the global version) and to the social media site so everyone can see what users are capturing. A confirmation email is sent back to the users registered email address.

“SkyderALERT is a full 360-approach to communications and development,” said Barnes. “The social media structured site puts users first and provides a platform to discuss the initiative, blog, and share information and experiences with the app.”

Additionally, the SkyderALERT.com social network website populates individual submissions on the home page, in real time using Google maps with a cluster option for fast mobile device loading, with the option to deselect clusters so you can view actual photo submissions on the world map. @SkyderALERT Twitter feeds and Facebook style posts go directly to the home

page and friends' timelines for users to comment on as well as for developers to monitor and reply.

The model eliminates the need for a customer service department by having users interact directly with the DevOps team, who can resolve issues and repost patches as required. There is zero-time feedback loop.

"By actively integrating Twitter, we have redefined the process of user experience, allowing open communication between end-users and DevOps." says Barnes.

Cloud-based AWS EC2 service allows SkyderALERT the ultimate scalability and ease of integrating a global team with the capacity to handle big data.

"Incorporating the cloud eliminates our concern over backups and redundancy, and we are never out of date. We can focus exclusively on the objective-- making a great app that is easy to use and effective" says Barnes.

#####