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## **MySelfie Live™ Electrifies Sold Out BUKU Music +Art Festival Crowd: Engages Hundreds of Thousands More via Social Media**

NEW ORLEANS -- MySelfie Live™ (MSL) electrified BUKU Music+Art Festival attendees and engaged hundred of thousands more through Twitter and Instagram over a two-day period at last weekend's sold out event.

MySelfie Live™ projected audience-submitted selfies on the main-stage between acts using the hashtag #bukuselfie. "It was as a close as the audience could get to being on the stage at BUKU," Glenda McKinley, CEO and Founder of MySelfie Live™ said. "Their stage presence, coupled with the social media integration, took two-way communication with this audience to a new level. We're looking forward to next year," McKinley added. Users uploaded selfies via their Instagram or Twitter accounts and were able to watch their selfies go live in real time on the main stage. Go to #bukuselfie on Twitter and Instagram to see actual selfie uploads from BUKU Music+Art Festival.

MSL launched in July 2014 during the Essence Festival, and has since been featured at large-scale events. The New Orleans start-up is changing the game of guerrilla and social media marketing, creating viral explosions, promoting brands and events, and entertaining audiences with their fresh approach to advertising in the digital age.

## About MySelfie Live™

*MySelfie Live™ creates an easily deployable viral marketing platform for the fastest growing segment of the digital media industry and is able to be deployed almost anywhere. By using proprietary technology to receive, edit and display images in real-time, MySelfie™ creates a unique, scalable platform that stands apart from place-based media offerings. Like MySelfieLive™ on Facebook and follow their feed on Twitter and Instagram, @MySelfieLive™. Process Patent applied for.*