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MySelfie Live™ launches at 2014 ESSENCE Festival

Platform brings crowd-sourced selfies to the big screen at major live events

NEW ORLEANS, LA, – July 4, 2014, - [MySelfie Live™](#) today announced that it has launched its event-based [selfie](#) application software at the 2014 ESSENCE Festival™ Presented by Coca-Cola®, in New Orleans. MySelfie Live brings audience-submitted selfies to the big screen in real time on Jumbotrons, exterior multi-story walls, and LED screens, allowing audiences to create crowd-sourced photo collaborations at national and local entertainment events.

In celebration of the 20th anniversary of the [ESSENCE Festival™](#), MySelfie Live will be displayed on a four-story building in the heart of the festival and at New Orleans Champions Square, a 91,000 square-foot outdoor festival venue next to the New Orleans Mercedes-Benz Superdome.

“For the first time, with MySelfie Live, event organizers are able to bring the excitement of social media together with the spontaneity of guerrilla marketing and the dynamic visibility of out-of-home media,” said Glenda McKinley English, CEO of MySelfie Live. “We are proud to launch at one of the largest festivals in the country and to be a part of the empowerment, community and entertainment of the 20th anniversary of the ESSENCE Festival™.”

MySelfie Live is a proprietary event-based software application that will allow submitters to upload approved selfies in large public areas. The selfies are displayed using designated Twitter hashtags and can be tweeted with sponsor-supported messages for maximum viral impressions.

"Our community is rich for exploring; from our incredible food, to soulful live music venues, to stunning architecture," said Mark Romig, president and CEO of New Orleans Tourism Marketing Corporation. "This interactive social media activation at ESSENCE Music Festival allows us to easily showcase our fans' favorite photos as they 'follow their NOLA' to discover all that our city has to offer."

At Essence, participants on Friday, July 4 will tweet their selfies to #SoulOfNola; on Saturday, July 5, selfies will be tweeted to #FollowYourNOLA. After tweeting their photo, festival participants will receive a Twitter notification letting them know what time the selfie will appear on the four-story wall.

"MySelfie Live is such a fantastic idea—very innovative and loud," said Joy Collins Profet, General Manager, Essence Communications. "We are excited about its launch at ESSENCE Festival™. It is such a bold way for the City of New Orleans to honor our 20th Anniversary."

"MySelfie Live is a perfect breakthrough event-based media platform," said Toni Rice, President of the New Orleans Multicultural Tourism Network. "Today, it is all about digital content and consumer engagement and MySelfie Live is at the intersection, connecting brands to users in real time. Seeing the selfies go live on the multi-story wall at ESSENCE Festival is going to be a powerful marketing and cultural moment."

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. Friend MySelfieLive on Facebook and follow the conversation on Twitter at @MySelfieLive.

