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MySelfie Live™ to be Exclusive Social Media Partner for Allstate Sugar Bowl
Crowd-sourced Selfie Platform to be Featured at Superdome Events this Season

MySelfie Live™ (MSL) has received an exclusive social media partnership for the annual Allstate Sugar Bowl this January at the Mercedes-Benz Superdome.

Fans at this year's Allstate Sugar Bowl will get the chance to see themselves on the big screen with MSL, a platform that displays fan selfies in real time at major events. Audiences get the chance to show their spirit and sponsors get unique audience engagement and opportunities to connect beyond the event.

The Allstate Sugar Bowl is a major event in college football, filling the Superdome with crowds over 70,000 people and attracting millions of television viewers. Fan selfies with a brand- and event-specific hashtag can also be seen by millions more on social media platforms.

While sponsors spend billions of dollars to reach event audiences, they have little way of knowing if the banners and event media make an impact. MSL offers a simple and flexible platform that connects sponsors with their fans and generates content and connections that can resonate with users well beyond the event.

Launched at the Essence Festival in 2014, MSL was founded by award-winning marketing veteran and president of GMC+Co., Inc., Glenda McKinley, whose goal was to provide ROI information to clients hoping to break through to new markets during large events.

"With so much social media and traditional advertising surrounding major events, standing out from the competition and creating ongoing engagement are huge challenges for sponsors," McKinley said. "MSL relies on one of America's most integrated and lasting trends—selfies—to captivate an audience with an interactive experience like no other," McKinley added.

MSL is proven to make a big impact with crowds. While the Allstate Sugar Bowl is a major, nationally televised event, MSL is completely scalable and has been activated at concert venues and large gatherings with incredible impact.

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.