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MySelfie Live Reigns as *Belle of the Ball* Creating a New Model for Social Media Engagement During ZULU Coronation Ball

Generates a record 1.6 million social media impressions

Sponsor maintains unprecedented audience connection long after the ball is over

February 11, 2016 NEW ORLEANS –MySelfie Live (MSL) premiered at this year’s Zulu Coronation Ball at the Ernest N. Morial Convention, introducing a new and innovative way of connecting with an audience at a formal event and generating over 1.6 million social media impressions in a two-hour period.

MSL took the revelry of Mardi Gras and the Zulu Ball to the next level by allowing users to post to the unique, designated hashtag, #SoulofZulu on Instagram and Twitter to see themselves on large screens throughout convention center.

“MySelfie gave us the ability to build a connection with Zulu Ball guests like never before,” said Toni Rice, President of the New Orleans Multicultural Tourism Network (NOMTN) and three-time MSL activation sponsor. “We’re thrilled to have another database of unique Instagram and Twitter users that we can directly communicate with, giving us the opportunity to build relationships. MySelfie gives us the perfect opportunity to continue our marketing efforts well past the event,” Rice added.

“Having MySelfie at this year’s ball was the perfect addition to our entertainment offerings,” said Naaman Stewart, President of the Zulu Social Aid and Pleasure Club. “The audience was engaged like never before and stayed glued to the screens. Our club members and guests couldn’t stop talking about seeing selfies and pointing out people they knew,” Stewart added.

“We had no doubt that this activation would be a huge success for both us and NOMTN,” said Glenda McKinley, CEO of MySelfie Live. “This event created the ideal environment for an MSL activation and maximum user engagement. People were dressed in their finest apparel and wanted everyone see how amazing they looked,” McKinley added.

About MySelfie Live

MySelfie Live™ is a proprietary event and promotion based software application, which allows users to upload approved selfies, on-premise or remotely, in large public areas for large public display via Twitter and Instagram. It is an easily deployable viral marketing platform for the fastest growing segment of the digital media industry. MySelfie Live™ launched at the 2014 ESSENCE Festival and received early funding from the New Orleans Start Up Fund as a PowerMoves.Nola company.

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