



FOR IMMEDIATE RELEASE  
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## Toronto joins international campaign to claim April 16<sup>th</sup> Foursquare Day

Local social media enthusiasts are gathering to celebrate the second annual Foursquare Day and Toronto, like many other international cities, is attempting to get local government officials to declare April 16<sup>th</sup> Foursquare Day. A call out campaign to Mayor Rob Ford has already begun on Facebook and Twitter but despite direct phone calls to Ford's office, the team has have yet to connect with Ford himself.

The correlation of Toronto's main area code 416 and the event day (4/16) is just one of the reasons why Toronto would like to become Foursquare Day's poster child. In combination with the cities booming support of the mobile app, Toronto has taken a lead role in shaping the face of location-based marketing. Asif Khan, President of the Toronto-founded Location Based Marketing Association, sees the event as holding much more stake in the continuing growth of mobile marketing on a global scale:

*"Foursquare has been leading the charge in location-based connectivity between brands and consumers, and we are only just scratching the surface as this technology becomes more integrated into the broader marketing media mix."*

The LBMA isn't the only organization excited to jump on board for this years event - among some of the local sponsors to come on board and offer giveaways for the event are Mill Street Brewery, Chapters Indigo, The Sewing Studio, Canadian Stage, TIFF and more are coming on board daily.

Foursquare Day will be celebrated across the globe in more than 150 major cities, including Seoul, Budapest, Kuala Lumpur, Dublin, Sydney and Tampa and it is being hailed at the world's first "global social media holiday." British Columbia's Victoria and Prince George are both in the running to claim the day, but the question remains, will Ford make it official?

### **Event Info (Please add to your events calendar):**

Foursquare Day Toronto, hosted by Toronto's social media maven Lauren O'Nizzle

April 16, 2011

Where: Firkin on King (461 King Street West)

Time: Tickets: FREE

Website: <https://www.facebook.com/#!/4sqdaytoronto>

Twitter: @4sqdayYYZ

Hashtag: #4sqdayYYZ

For more sponsorship or media inquiries please contact:

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