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FOR IMMEDIATE RELEASE

## **TIP OR TAP MARKETING LAUNCHES "1ST FRIDAY MOBILE"** **Local Engineer Designs Green Networking App for Apple's iPhone**

PENSACOLA, FL—Online marketing provider Tip or Tap Marketing, LLC will launch a new mobile app, 1<sup>st</sup> Friday Mobile, as a green location-based networking application that lets users explore, discover, build and connect their own map of cultural places, events and resources. The public is invited to attend the app's release party scheduled for Friday, April 1, 2011 at Beale Street Bottle Club at 70 Beal Parkway in Fort Walton Beach from 1:00 – 8:00 pm with a press conference and demonstration at 3:00 pm.

"1<sup>st</sup> Friday Mobile will begin to fill a critical link between African American brands and consumers," says Lloyd Reshard, Tip or Tap Marketing's chief executive officer. "This new mobile application provides businesses and consumers the solution they need to connect and network with African American businesses from anywhere at any time." One of the traditional methods of connecting in the African American community is the First Friday Networking events. Held all across the United States for many years on the first Friday of every month, this venue provides an avenue for professional and social networking across industry, age, gender and socioeconomic lines. Reshard has been hosting Friday Fridays in Okaloosa County for over 15 years.

In the last decade, traditional social networks have expanded by connecting people through online conversations in online sites such as Facebook and MySpace using the desktop as the preferred interface. Now, social networking through the desktop may be going the way of the dinosaur. According to the social media website mashable.com, Morgan Stanley's analysts believe that, based on the current rate of change and adoption, by 2015 the mobile web will be bigger than the desktop web. 1<sup>st</sup> Friday Mobile is a frontrunner in releasing a location based application that gives businesses, also called *places*, a diversity geo-tag. Whether it's African American, Hispanic, Asian or women-owned businesses, networkers will be able to connect to several different directories of their preference. The 1st Friday Mobile app delivers a green effect to networking by allowing mobile users to quickly see a list or map of places closest to them that match their cultural interest while bringing diversity to the Apple AppStore. Once the user clicks on a place, options to call, email or get directions are available. Additionally the user can add notes and comments about the place and share them on Facebook.

This new application offers user-generated content for African Americans and other minority communities. Users can become members of 1st Friday Mobile now by signing up using Facebook Connect at <http://1stFriday.mobi>. Once signed up, members can add their favorite places and events, then add notes and assign them to networking directories. All places added at 1stFriday.mobi are immediately visible on the iPhone app.

1st Friday Mobile Networkers can download the new mobile application at Apple AppStore on April 1, 2011. To sign up now, visit <http://1stFriday.mobi>. For more information on 1<sup>st</sup> Friday Mobile visit [www.FirstFridayNetworking.com](http://www.FirstFridayNetworking.com).

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### **About Tip or Tap Marketing, LLC**

Tip or Tap Marketing strives to build a network of strong links between people, organizations, small businesses and corporations to facilitate the networking and marketing process. The Pensacola-based company's First Friday Networking events and mobile apps provide sponsorship opportunities for companies to connect with cultural groups. The company was founded in 2011 by Lloyd Reshard, an award-winning electrical engineer with over 20 years experience as a research scientist. His research interests led him to co-found the Center for High Performance Reconfigurable Computing under the National Science Foundation. For more information, visit [www.firstfridaynetworking.com](http://www.firstfridaynetworking.com).

### **About Beal Street Bottle Club**

Beal Street Bottle Club combines music, art, friendship, connectivity and inspiration in an affordable, interactive & unique entertainment experience. Located in Fort Walton, the club embraces a positive energy that lifts spirits with the universal language of music that brings people of all walks of life together. The Bottle Club serves as the current monthly host for the First Friday Networking events.

<http://www.bealstreetbottleclub.com>

### **Additional Quotes**

Chief Marketing Officer Nathalie Reshard. (Call 407-536-9207 or email [nathalie@firstfridaynetworking.com](mailto:nathalie@firstfridaynetworking.com).)

“The power of location based applications allows every business to be viewable to consumers in their area, making advertising on the mobile market a must.”

“Within the 1<sup>st</sup> Friday application there are several opportunities for sponsorship activation including hosting a directory, featured directories, coupon offers, as well as gaining cultural demographic information. Becoming a founding sponsor of the application gives companies a chance for co-branding with the application during the launch period.”

Chief Executive Officer Lloyd Reshard

“1<sup>st</sup> Friday Mobile offers a unique opportunity for its users to build maps that meet their personal or professional interest.”