

CitySocialising pledge national support of Eden Project initiative “The Big Lunch” on Sunday 19th July 2009

Submitted by: Citysocializer

Tuesday, 7 July 2009

CitySocialising, the real world socialising network (<http://www.citysocialising.com>) for professionals to meet new local friends (<http://www.citysocialising.com>) with shared interests, today announced its involvement in The Big Lunch (<http://www.thebiglunch.com/>) nationally across nine of their locations in the UK.

Dreamed up by Tim Smit and Paul Twivy one morning at the Eden Project, The Big Lunch, is a national event, taking place on Sunday 19th July, which is hoping to see millions of people across Britain get together with their neighbours to share food, drink and conversation. As part of The Big Lunch, CitySocialising (<http://london.citysocialising.com/static/aboutus.html>) are organising picnics in 9 UK cities including Manchester (<http://manchester.citysocialising.com>), Leeds (<http://leeds.citysocialising.com>), Brighton (<http://brighton.citysocialising.com>), Bristol (<http://bristolandbath.citysocialising.com>) and London (<http://london.citysocialising.com>), where they aim to get the biggest Big Lunch group together for the day in the Capital's Regents Park.

A community-building project, backed by partners MasterCard and EDF and a whole host of celebrities, The Big Lunch has been launched to encourage people to reach out to and get to know their neighbours and locals better. Whilst 9.6 million UK residents regularly used social networking sites in 2008, according to research conducted by the BBC, 97% of UK communities have become more fragmented in the last 30 years. 1 in 6 of us may be extolling the virtues of Web 2.0 but most of us are experiencing the isolation of what one might term “Community 1.0”.

In April of last year, the Joseph Rowntree Foundation (<http://www.jrf.org.uk/>) conducted a survey of 3,500 people. Their biggest single concern, across the social spectrum, was that communities are weak and people are increasingly isolated from their neighbours. Professor of Human Geography, Daniel Dorling commented: "Even the weakest communities in 1971 were stronger than any community now."

CitySocialising is a combined online and offline social network (<http://www.citysocialising.com>), with a focus on members meeting up and socialising together in the real world with other likeminded people from their neighbourhoods. It is dedicated to the growing number of busy professionals who are seeking help online to organise their social lives offline and to simply meet new local friends with shared interests.

Launched in London in January 2007, CitySocialising successfully replicated the model nationally within 9 months, rolling out to 11 regional cities around the UK and Scotland, including Manchester, Leeds, Bristol, Edinburgh and Glasgow. More recently, CitySocialising has expanded its reach to cover 7 further UK regions including Newcastle, Sheffield, Cardiff, Liverpool, Oxford and Reading and further expansion, both UK and internationally, is planned in the next 4 - 6 months.

CitySocialising CEO Sanchita Saha commented:

“The Big Lunch shares exactly the same ethos with CitySocialising - of meeting and with others from

your local community in the real world, so our involvement is a very natural fit. CitySocialising began life as a service for young professionals relocating to new cities through work, to make it easier to integrate into city life, where the fast-pace and lack of communities can make it difficult to meet new people. However, our 19 city networks across the UK are now equally attracting city locals reaching out to find new friends from their local area to make the most of life with.

Our picnics will be taking place all over the UK and we'd like to invite not only our existing members together, but anyone else who doesn't have a Big Lunch going on in their own street to join us as everyone is welcome."

For more information, please visit: www.citysocialising.com and <http://www.thebiglunch.com/>

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About Eden Project:

The Eden Trust is an educational charity with projects both at home and abroad that develops educational programmes and events based on the philosophy that the challenges that are facing us should be viewed as opportunities that make us give of our best. The Big Lunch is one of the most important of these projects.

CitySocialising info:

About Sanchita Saha:

Sanchita Saha, CEO & Founder, a UCL Maths & Business graduate, enjoyed a successful 7 year BBC career, before founding CitySocialising, predominantly in radio operations and production. She was hand-selected by Radio 1 Controller Andy Parfitt to work at the station via the BBC's first ever talent scheme and went on to form part of the start-up team to launch the corporation's digital urban music station, 1Xtra. In 2008, Sanchita was recognised in Management Today's '35 Women Under 35' business list published in the Sunday Times; was a finalist for the CBI/Real Business 'Young Entrepreneur of the Year' title in the Growing Business Awards; won the People's Choice Award, voted for by the public, in the Girls! Make Your Mark and Handbag.com Business Awards and was recognised in the Courvoisier Future 500 list as one of the UK's top 100 brightest business stars of the future.

CitySocialising are holding The Big Lunch picnics in all the following areas on Sunday 19th July 2009:

Meet people in London (<http://london.citysocialising.com>) and new London friends (<http://london.citysocialising.com/friends>) CitySocialising's The Big Lunch London at Regents Park (http://london.citysocialising.com/social/view/social_details.html?uuid=11669297954a4a1414ddc4d0.27549492&ps99).

Meet people in Leeds (<http://leeds.citysocialising.com>) and new Leeds friends (<http://leeds.citysocialising.com/friends>) at CitySocialising's The Big Lunch Leeds at Roundhay Park (http://leeds.citysocialising.com/social/view/social_details.html?uuid=21009848694a4b2d1f344561.73111970)

Meet people in Manchester (<http://manchester.citysocialising.com>) and new Manchester friends (<http://manchester.citysocialising.com/friends>) CitySocialising's The Big Lunch Manchester at Platt Fields Park (http://manchester.citysocialising.com/social/view/social_details.html?uuid=3561712624a49eba6153c43.13025033)

Meet people in Nottingham (<http://nottinghamandderby.citysocialising.com>) and new Nottingham friends (<http://nottinghamandderby.citysocialising.com/friends>) at CitySocialising's The Big Lunch Nottingham at Wollaton (http://nottinghamandderby.citysocialising.com/social/view/social_details.html?uuid=19157548394a4b2e62e48327.60566305)

Meet people in Birmingham (<http://birminghamandcoventry.citysocialising.com>) and new Birmingham friends (<http://birminghamandcoventry.citysocialising.com/friends>) at CitySocialising's The Big Lunch Birmingham at Cannon Hill Park (http://birminghamandcoventry.citysocialising.com/social/view/social_details.html?uuid=7664685984a4b37858c4446.9643307)

Meet people in Brighton (<http://brighton.citysocialising.com>) and new Brighton friends (<http://brighton.citysocialising.com/friends>) at CitySocialising's The Big Lunch Brighton at The Royal Pavillion Gardens (http://brighton.citysocialising.com/social/view/social_details.html?uuid=8335695794a49e9678f46d0.69543365)

Meet people in Bristol (<http://bristolandbath.citysocialising.com>) and new Bristol friends (<http://bristolandbath.citysocialising.com/friends>) at CitySocialising's The Big Lunch Bristol on the Bristol Downs (http://bristolandbath.citysocialising.com/social/view/social_details.html?uuid=20887561064a4a186a798048.56637425)

Meet people in Edinburgh (<http://edinburgh.citysocialising.com>) and new Edinburgh friends (<http://edinburgh.citysocialising.com/friends>) at CitySocialising's The Big Lunch Edinburgh at The Meadows (http://edinburgh.citysocialising.com/social/view/social_details.html?uuid=7603812834a4dc2223c63c0.21339988)

Meet people in Glasgow (<http://glasgow.citysocialising.com>) and new Glasgow friends (<http://glasgow.citysocialising.com/friends>) at CitySocialising's The Big Lunch Glasgow at Kelvingrove Park (http://glasgow.citysocialising.com/social/view/social_details.html?uuid=8671269374a4dc8f303a949.92315414)

Free for everyone to attend. Just create a free profile and book your place for free online. Then, keep up to date with latest news, see who else is coming, message your fellow guests and add people to your Friends List to keep in touch after and arrange to meet again.

CitySocialising – How It Works:

Users sign up for free to create a profile. Features include:

- ‘Socials’ to book onto - local and interest-based social activities organised by others from the community and by local CitySocialising Editors
- Online features such as seeing what Socials your friends and others are attending, maintaining My Social Diary and more.
- Find Friends – search for others in your city according to postcode, hobbies, age, nationality or something else.
- Ability to organise own events and activities and tailor invites by gender or age group according to the ‘type’ of friends user wants to meet.
- Live city event listings to gain ideas for outings and bespoke Social creation tools to organise group Socials to these events
- A wide range of online Interest groups, from Theatre, Japanese language and Opera fans to Business, Rock & Indie and Travel groups, through which like minded members connect and meet up offline.
- As well as usual social networking tools eg. Private Messaging, Mailbox, Friends List etc.