

one million new real world connections as citysocializer prepares to scale social discovery offline

Submitted by: Citysocializer

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Company launch new platform and iPhone app as they hit milestones

citysocializer (<http://www.citysocializer.com>), the online to offline social discovery network to meet new people (<http://www.citysocializer.com>) and explore your city celebrated over one million new real world connections this week, as RSVP's to events organised on their platform reached over three quarters of a million.

Marking the milestones, the company today launch their iPhone app, opening up the service for international users to sign up and "un-lock" citysocializer communities in their cities.

This also coincides with the release of the company's new white label platform designed to offer brands and media companies the opportunity to extend and monetise their reach offline with their own-branded event and people discovery networks.

Backed by PROfounders Capital, the launch marks the next innovation from the Shoreditch-based company in the way we enjoy their real world social lives and meet new people.

Core features for members in the first app release include:

- Browse and join 'socials' on-the-go
- Guestlist group chat and activity stream
- Private instant messaging
- Push notifications to alert meeting time and venue changes
- Map and GPS-tracking for easy venue location
- Invite alerts to socials from friends on citysocializer

Following the wider platform build, that also includes an Android app due for launch later this Summer, the company took the opportunity for a brand overhaul of the service, having originally launched as CitySocialising.com.

Sanchita Saha CEO and founder commented:

"Our next phase of innovation in social and people discovery is underpinned by our experience in the space since 2007. Everyone has seen how social discovery networks have scaled online, now we've been able to demonstrate successfully that we can scale it offline.

The hype surrounding real world people discovery apps at SxSW last year was focused around “engineered serendipity” to make new connections offline. It helped identify it as an emerging space, in so far that none of the major, mainly US players, have yet achieved mainstream adoption. I think mostly this is because they’ve failed to adequately address three core issues of authenticity, control and safety, and in particular these needs and concerns for women.

The one million genuine friendships and offline connections that we’ve generated through our service over the last five years have given us the insights and data around usage and behavior that have helped us to shape our model - for example making ours a paid-for service increased the level of engagement from our female members by 200%.

Now with our new platform we’re ready to scale social discovery further offline through multiple channels”

The citysocializer (<http://www.citysocializer.com>) app is free to download, browse socials, people and wave at others. To join in socials and interact in full with the community requires a membership fee of £5.99/week via in-app purchase and monthly, 3 month and 6 month memberships available via the website.

Ends

Visit the site or download the app for more information at:

<https://www.citysocializer.com>

Find the app in the Apple store: <https://itunes.apple.com/gb/app/citysocializer/id581315807>

About citysocializer (<http://www.citysocializer.com>) and CitySocialising Ltd.

citysocializer.com makes it easy to find fun and folk to hang out with whenever you like, wherever you are and whatever you want to do. A fee-based service for members, the company CitySocialising Ltd. have pioneered the convergence of virtual and real world social networking in the UK since their launch in 2007 and has raised over £1.75m from investors including PROfounders Capital with support being led by tech luminaries Michael Birch (Bebo) and Brent Hoberman (Lastminute.com).

How it works:

Register for free and tag your citysocializer profile with what you're into and the neighbourhoods and cities you like to hang out in, Receive invites when likeminded groups are getting together to do the things you like. Browse and join in "socials" happening around you and create your own to find citysocializers to do what you want, when you want.

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Contact: lucy@citysocializer.com or via twitter [@citysocializer](https://twitter.com/citysocializer)