

London Tech City startup launch first international service in New York

Submitted by: Citysocializer
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London-based tech startup, citysocializer (<https://www.citysocializer.com>) , have officially announced their first international city launch in New York after a 3 month private beta roll out program in the city.

With 16 million visitors and almost 400,000 re-locators to London every year, the company - a cross between MeetUp (<http://www.meetup.com>) and TimeOut (<http://www.timeout.com>) – has successfully established a unique way to discover the city and enjoy authentic real world experiences with others going out, whilst giving the growing number of local Londoners looking to diversify their social lives and expand their networks with a fun, relaxed way to do that.

Adopting an organic, city-by-city rollout approach to growth in the UK over the last few years, the service now covers over 20 major cities in the UK and Scotland, with active online and offline communities hosting more than 1000 social activities for each other every month.

Now the Tech City startup is planning to build on their early success in New York by targeting the city's 12 million visitors and 250,000 re-locators, giving them a new way to experience the city.

The expansion to New York presents the first of the startup's international roll out plan over the next 12 months. Events hosted by the community in New York so far have ranged from casual happy hour drinks, penthouse parties and clubbing in the Meatpacking District to trips on the Staten Island Ferry, picnics in Central Park and kayaking down the Hudson River.

Sanchita Saha CEO and Founder of citysocializer commented:

"New York presents a major growth opportunity for citysocializer. It was the obvious choice for our first international service – a thriving melting pot with innumerable and diverse social experiences to enjoy and a large and growing market of visitors, newcomers and locals who welcome the opportunity to connect with others to explore and enjoy the city with.

We've seen a 50% organic month on month growth in signups in New York since we first opened up the platform here with engagement rates of over 38%. With such positive early results and feedback we have high expectations for making a significant social impact on the city."

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For more information, free membership upgrade and reader offers contact press@citysocializer.com or call +44 (0) 207 256 5455

About citysocializer

citysocializer is the local, social life app and real world community of friends and folk going out and having fun together in cities.

The community host group “socials” for each other that range from happy hour drinks, dinner, festivals and jazz clubs to book clubs, park runs and everything in between. All users can join 1 social a month for free. Unlimited access is via a monthly or quarterly membership fee from \$10.99/mo.

The company CitySocialising Ltd. are pioneers of the convergence of virtual and real world social networking in the UK raising \$2m from investors including PROfounders Capital with support being led by Michael Birch (Bebo) and Brent Hoberman (Lastminute.com).