

match2blue
Mainz, Germany
New York, NY
Denver, Colorado



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PRESS RELEASE

Launch of *iMatter* 2.0

Youth activist application helps environmental community connect, learn, and amplify project impact in real time.

New York, USA, July 7, 2010: Young environmental activists from around the world can now connect directly with each other with a new mobile phone application called *iMatter*. Uploading *iMatter* will enable users to create and join projects and participate in citizen science observations and communities, utilizing a breakthrough mobile phone networking technology from *match2blue*. The non-profit organization *Kids vs. Global Warming* is the creator of *iMatter* and will administer the location and interest based, real time social networking application. The project is a joint venture with mobile social solutions provider, *match2blue*.

iMatter can be downloaded for the iPhone® at the [Apple App Store](#).

About Kids vs Global Warming

Kids vs Global Warming is a youth oriented climate activism organization that inspires kids to lead the way to a sustainable and just society. Through new media tools, youth-to-youth presentations and youth empowerment programs, the *iMatter* campaign provides a youth voice platform for kids under-18 to bring about change in their communities. www.kids-vs-global-warming.com

“There are kids in every town who have initiated local projects in their homes, schools and communities that are helping to make the transition to a more sustainable society. The problem is that we are all disconnected. The *iMatter* app helps to connect our individual and group actions together for greater global impact,” stated

Alec Loorz, the 16 year old founder of *Kids vs. Global Warming* and nationally recognized environmental activist since the age of 12. Alec's passion and commitment for creating opportunities for youth to "... learn about the science and solutions of climate change, reduce dependence on fossil fuels and influence the "Ruling Generation" to make good decisions NOW that will impact our future"....has earned him numerous awards and international recognition.

iMatter users can register their local projects on the mobile platform after downloading the application. Then, grass roots global networks are formed as other youth find, create and join related or interesting projects. Users can also locate other members near or far and contact them via internal messaging. Upcoming events organized by *Kids vs. Global Warming* and their partners are displayed in a features list that includes real time messaging, geo-tagging, and other shared networking tools.

The new *iMatter* mobile app implements an updated user interface and several new features: With the *iMatter Map*, activists can locate all current projects and initiate new ones related to environmental engagement in geo-tagged locations on the map. Users can join projects that interest them and connect directly with other activists who are engaged in similar or interesting projects.

With the help of real time communication, *youth activists* receive and generate *iMatter* project and event updates immediately and can take actions that reflect their individual interests and location. "This is real time technology that helps communicate information and events in real time. As we have seen with recent and ongoing events in the Gulf, real time information and local initiatives are crucial to responding to environmental issues." comments Michael Bowman Vice President of *match2blue*. "Additionally, due to our matching functionality, users can see which other activists have the same preferences for actions, whether it is to lobby governmental agencies or representatives, or generate grass roots community activism. They can spontaneously form action groups or initiate new projects - encouraging local and global collaboration. *iMatter* will change the way collective action is initiated and maintained and will be an indispensable tool for the next generation of environmental activists."



About match2blue

match2blue provides state-of-the-art social networking and location based services across a broad range of corporate and non business organizations. Social networking mobile solutions powered by match2blue are highly customized to meet individual client requirements. *match2blue* provides mobile networking technology that helps build and maintain client sponsored affinity groups around products, events, locations, or any other targeted interest. At the core of *match2blue* networking technology is a unique matching engine that employees software developed by *match2blue* to selectively compare user's real world activities, interests, and other unique characteristics with other users in the network. The *match2blue* matching engine is complimented by state-of-the-art event processing technology that allows for virtually unlimited application scalability and user interaction. Mobile applications powered by *match2blue* assure location, time, and content-based matching in real time.

Contact:

Michael Bowman
Vice President Business Development
match2blue, USA

bowman@match2blue.com

303-570-9277