

## **IMMEDIATE**

Sania Dawood

MyKrd



### **MyKrd Is One Of Only Eight Toronto Companies Invited to Ad:Tech NY**

MyKrd Corporation is a Toronto based tech startup launched in September 2015. The Ontario Ministry of Trade's ICT Branch has invited MyKrd to participate in Ad:Tech NY in November 2015. Only seven other Toronto companies have been invited.

Ad:Tech is a leading marketing, media and technology conference, with events being held worldwide. MyKrd will be showcasing its mobile app, which facilitates individuals, freelancers and creative professionals in finding mutual connections and sharing digital cards.

Each card can be personalised with a background image and links to social media accounts. Different cards can be made for different organisations, teams and even special events. Individuals can share cards with their 'Kontacts', and browse through a list of received cards.

This app addresses a growing need for creative professionals, freelancers and individuals to connect with like minded people. As MyKrd users connect via face to face sharing of cards, they are able to create genuine referral relationships, have more control over who receives cards, as well as which card to give each organisation or individual that they connect with.

CEO Hayden Dent says "MyKrd can revolutionise the way people connect in the digital age. We want to give more freedom to everyday people who need to connect digitally within creative communities."

The MyKrd App is available in the App Store and on Google Play. The 'Lifestyle' version is free, offering customisable cards and unlimited Kontacts. The 'Lifestyle Unlimited' version offers additional features and content for a one time payment. The 'Enterprise' version is to be released soon, and will offer business solutions for large organisations.

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## **Notes to Editors**

1) The MyKrd launch event was held at the MaRS Discovery District on September 18<sup>th</sup> 2015. Guest speakers were Bruce Croxon (former dragon of Canadian Dragon's Den) and David Carson (award winning designer). The 'MyKrd Global Brand Design Contest' was announced at the launch.

2) The 'MyKrd Global Brand Design Contest' invited students, professionals and amateurs to submit logo ideas for MyKrd's official logo on the MyKrd website ([mykrd.com](http://mykrd.com)). The Grand prize was \$10,000. Three finalists were chosen by award winning designer David Carson. The public was asked to vote for their favourite design on [mykrd.com](http://mykrd.com). Voting has now closed and the winner will be announced on October 23<sup>rd</sup> 2015.