



ManleyMannMedia.com
Jaime@ManleyMannMedia.com
Christine@ManleyMannMedia.com
Twitter.com/ManleyMannMedia
Facebook.com/ManleyMannMedia
Mann cell: 1.902.940.2934
Manley cell: 1.902.940.2763

First PEI Tweet Up of 2011 Happens February 4 at The Globe

Summary: The first PEI Tweet Up of 2011 will take place on Friday, February 4, from 5-10 PM at The Globe World Flavours on Victoria Row in Charlottetown.

Contact: Carol O'Hanley

Email: cohanley@eastlink.ca

Website: <http://www.PEITweetUp.com>

FOR IMMEDIATE RELEASE

First PEI Tweet Up of 2011 Happens February 4 at The Globe

(Charlottetown) January 27, 2011 –There's no denying that Twitter has shaken up the business community here in PEI, with hundreds of small business owners participating daily in the micro-blogging phenomenon.

“Follow us on Twitter” is now as common a suggestion from businesses as “Visit our website”—if not more so—, as consumers look for more ways to stay in touch with companies they like. PEI Tweet Ups have evolved from intimate gatherings of a tiny handful of people to hugely attended events that require a venue that can accommodate a group of 75 or more friends who may only recognize each other by their Twitter handles. The next PEI Tweet Up will be held in Charlottetown at The Globe World Flavours, February 4, from 5:00 PM until 10:00PM.

Tweet Ups are in-person networking events for people who use Twitter and for people who want to learn more about using Twitter, and they happen in cities all over the world. The organizers of the PEI Tweet Up were thrilled with the success of the October event which attracted more than 100 “tweeps” to The Globe.



“We did have some RSVPs online for the October Tweet Up, but we really had no idea of how many people would show up,” states Carol O'Hanley, Tweet Up organizer and Charlottetown real estate agent. She adds, “The buzz about the event was huge and there was no way to guess how many people may just show up. We were prepared for a hundred people and we were so excited to find ourselves in a room packed with at least that many people.”

In October, an island charity benefited from the generosity of mingling Twitter users. Donations were accepted at the door and as a result, \$180 went towards the Christmas Miracle campaign. Proceeds from the February event will also go to a charity which has yet to be determined.

Local business owners have donated door prizes and The Globe will be offering food and drink specials for attendees. Before the Tweet Up, anyone new to Twitter or interested in learning more about Twitter, is invited to attend a free information session from 3:30-4:30.

For more information about the event, follow @PEITweetUp on Twitter or visit the website, www.PEITweetUp.com

Contact:

Carol O'Hanley

Email: cohanley@eastlink.ca

Phone: 902-626-3329

###