



## FIRST SOCIAL MEDIA HOLIDAY GOES GLOBAL

### *San Francisco “checks-in” on Foursquare Day*



SAN FRANCISCO, CA – April 6, 2010, Pacific Catch announced that on April 16<sup>th</sup>, its 9<sup>th</sup> Avenue restaurant will host what will be the largest “Foursquare Day Swarm Badge” event in the Bay Area.

The Pacific Catch 9<sup>th</sup> Avenue location in the Inner Sunset, known for its fresh, cravable seafood, full bar and happy hour, will be the place for social media mavens and tipsters to “check-in” on April 16<sup>th</sup> to obtain the much coveted Foursquare “Swarm Badge.” Food and drink specials will take place from 4:00 pm till 7:00 pm with a live check in via Skype at 6:00 pm, with Foursquare Day creator, [Nate Bonilla-Warford](#) in Tampa.

#### **What is Foursquare?**

Foursquare is a mobile, location sharing, social media tool, in which users earn points as they check in at venues they visit during the day, with an option to broadcast their location to friends via Twitter, to let others join them there.

Foursquare is half scavenger hunt, half flash mob, as users compete by earning points and badges depending on the frequency, the locations and the types of venues at which they check in. For example, the most frequent visitor to check in at any given venue is awarded the “mayor” badge of that location. The “Swarm Badge”, is awarded to a group when 50 people “check-in” at the same location within a three-hour time-frame.

#### **How can you be a part of Foursquare Day?**

Check out the [Foursquare Day Website](#) and join the [“San Francisco Foursquare Day Swarm”](#)

City Challenges: [San Francisco challenges Portland](#) for the most swarm check-ins.

Follow on Twitter: #4sqday

Connect with Pacific Catch on [Foursquare](#), [Twitter](#), [Facebook](#) and [You Tube](#).

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