MEDIA ALERT

SFAMA & swissnex Host: Getting into Mobile Pockets: Leveraging Mobile for Nonprofits

San Francisco, CA, March 26, 2012 -- San Francisco Marketing Association (SFAMA) and swissnex are hosting an outstanding panel of mobile marketing professionals, in the newly remodeled, innovation space that is Swissnex’s San Francisco home. With a mobile-minded population, nonprofits and environmental advocates are shifting their focus to compel their audience, while on the move.

This event: Leveraging Mobile for Nonprofits brings together industry experts and thought leaders to share how they are using mobile strategy and platforms to get their audience to connect, share, give and join their causes.

Our panel for the evening consists of:

- Scott Warren | Editorial Director, Ringier Studios
- Dr. Wallace J Nichols | Founder, Blue Marbles Project
- Manuel Maqueda | Founder, Plastic Pollution Coalition & Director of Strategy at BlooSee

Event Details:

Date: March 27th, 6:30pm – 8:30pm
Location: swissnex San Francisco
730 Montgomery Street
San Francisco, CA 94111

This event is for all who have an interest in mobile marketing, saving the environment, and specifically our water planet, or helping Non-profits succeed! Arrive ready to participate in this interactive, innovative event!

Note: This will also be a 100% sustainable event. The sponsors appreciate your keeping the single-serve plastics to a minimum or taking them with you when you leave the event. Thank you.

Registration: http://sfamamobile.eventbrite.com/

About SFAMA
The San Francisco Chapter of the American Marketing Association (SFAMA) is the leading organization for marketing professionals who seek opportunities to advance their career through networking, innovative programs and leadership. Founded in 1937, our chapter reflects the innovation, standards of excellence, and diversity for which the Bay Area is known and celebrated. To learn more about the organization and membership please contact: Christine Oneto (christine.oneto@sfama.org) or Sandra Cobb-Boykin (sandra.cobb-boykin@sfama.org).

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