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FOR IMMEDIATE RELEASE:

ON SATURDAY, JUNE 1, EVERYONE IN NYC WILL WEAR A NAMETAG

*Nametag Day will bring a friendlier New York for a day,
building a unique and powerful sense of community.*

New York, NY – Saturday, June 1, 2013 will be the first ever Nametag Day. From 11a-5p, volunteers around the city will hand out tens of thousands of nametags. The day's organizers hope to encourage New Yorkers to talk to each other more and make the city friendlier.

The organizers are raising money for the endeavor through a crowdfunding campaign on the newly launched website, nametagday.com. "The size of the event depends on who gets excited about it. We want to hand out 200,000 of these, and if we can, we will," says creator Michael Morgenstern.

The day has already been recognized with a \$1000 grant by the Awesome Foundation, a group dedicated to "forwarding the interests of awesome in the universe," which announced the project as its NYC chapter winner for the month of April.

"A nametag is more than a name. It says 'Hi! I want to talk to you.' That openness propagates outward exponentially over time to make a happier city. Think of the number of conversations or joyfully spontaneous interactions that will be had by everyone who takes a nametag," says Morgenstern. For those who don't quite get the concept, the website features [a video of the group's test run](#), where cold weather didn't stop a diverse swath of strangers from taking nametags and interacting.

The website allows volunteers to sign up for a region and time slot to hand out nametags. People can request nametags for their own events on the site; the organizers welcome Nametag Day-related events and performances. On the day, the site will become a crowd-sourced documentary of videos and photos, updated in real time.

"We hope this gets people talking and breaks down a few barriers—social, demographic, or otherwise. We just want people to have a good time and experience a Saturday in New York in a slightly different light," says Peter Ostrovski, head of Community Outreach. Whether participants are New Yorkers, tourists, or somewhere in between, the day will highlight the unique diversity of the city and fun to be had when people let down their barriers for a day.

The day's organizers are not selling anything or affiliated with a political cause. "Take a nametag. Talk to a person. It's not a cause in the way most people expect, but in the end, encouraging many people to open up to each other on a small scale is, in its own way, a deeply political act," says Morgenstern.

Questions and inquiries should be directed to: hello@nametagday.com.

Contact: Nametag Day, 347-699-2344

Website: <http://nametagday.com/>

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