



## **City of Baltimore Successfully Promotes “PEACE” Through Mobile Club Powered by HipCricket**

*Sponsored by the Mayor’s Office, the Peace Baltimore Mobile Club Initiative Informs Youths of Local Area Activities through Their Mobile Phones*

**Kirkland, Wash. – August 12, 2009** – The city of Baltimore has teamed with mobile marketing leader [HipCricket](#) to promote its “PEACE” (Pledge to Engage in Actions Considerate of Everyone) initiative – a community activist program which aims to highlight the many positive activities offered by the Department of Recreation and Parks and to create fun, safe, social activities for local youths. Through the program, the city hopes to connect directly with adolescents through their most personal possession, their mobile phone.

The Peace Baltimore Text Club was created by the City of Baltimore in conjunction with various community and business partners including Waterfront Partnership, the Maryland Transit Administration, Downtown Partnership, Visit Baltimore (formerly BACVA), and Cordish and Company. The initiative began on June 25th with a kick-off event at ESPN Zone and was advertised by flyers and by airing 41 on-air promotions on radio station 92Q in Baltimore. All promotions encouraged listeners to text the word PEACE to the station’s short code to become part of the Peace Baltimore text club. Once signed up, text club members receive notifications of upcoming events and opportunities for discounts from local businesses. In the first week alone, the program received 1,012 opt-in participants, a number which continues to grow.

“We are committed to the young people of Baltimore, which is precisely why the City of Baltimore looked to 92Q and HipCricket as partners for our PEACE Baltimore initiative,” said Mayor Sheila Dixon. “By using these mediums, we can promote positive messages and activities for our young people in ways that are most relevant and meaningful to them.”

HipCricket is a leader in mobile marketing, helping generate revenue and consumer engagement for hundreds of broadcast stations, media companies, and consumer brands demonstrated by more than 40,000 successful mobile marketing campaigns.

“It’s great to see our mobile marketing solutions being used to promote such a great cause,” said HipCricket president Eric Harber. “The Peace Baltimore text club is an exciting new way to reach out to youths and promote positive and fun social activities and we’re pleased that the program has experienced such great success in such a short period of time.”

### **About HipCricket**

HipCricket, Inc. drives new revenue and customer loyalty for consumer brands, broadcast stations, and media companies through strategic, creative and measurable mobile marketing interactivity. Recognized as a pioneer by CTIA, the preeminent wireless association, the mobile marketing software and solutions company has delivered more than 40,000 successful campaigns for customers including Coca Cola, Staples, Hershey’s, Jameson, Clear Channel Radio, Premiere Radio Networks, Sandusky Broadcasting and NBC. With its unique technology and experienced, customer-focused team, HipCricket produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising and now connects brands with audiences they desire to reach via the first comprehensive Hispanic Mobile Marketing Network. The company is based near Seattle with additional operations in New York and Mexico City. More information can be found at [www.hipcricket.com](http://www.hipcricket.com).

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