

Press Release



"Social Media Week"

finally makes it to Italy shores

Arriving in Milan the international event, a network of internationally hosted conferences, created to promote and spread the potentiality offered by the Internet and the new *social* platforms.

Milan, August 25, 2010 - **Social Media Week** finally arrives in Italy, **in Milan from September 20 to 24**. The week will develop into a series of events located all around the city with their Operation Center at the Urban Center, in Galleria Vittorio Emanuele II.

Social Media Week, launched in New York in 2009, is organized in Milan by **Augmendy** with the support of an Advisory Board composed of the major professionals from Italian web. It aims to inform companies, individuals and institutions about new possibilities that Internet and Social Media are able to offer, from Twitter to Facebook, via YouTube, Flickr and LinkedIn. The international event, now at its third edition, will be held simultaneously in five cities around the world: **Milan, Bogotà, Buenos Aires, Mexico City and Los Angeles**.

Social Media Week Milan consists of **more than 30 events, free and open to the public**, many of whom proposed and handled personally by social media enthusiasts, professionals and companies. The full calendar, with details and modalities of participation, will be updated in real time on www.socialmediaweek.org/milan.

The event is sponsored by the City of Milan, the Province of Milan and the Milan Chamber of Commerce with the support of the American Embassy in Italy, IAB Italy, Assodigitale and many others.

Among the international guests of **Social Media Week Milan**: Naveen Selvadurai, co-founder of **Foursquare**, the new social network based on physical location of its users, Rand Fishkin, CEO of **SEOMoz**, world leading expert in search engine indexing and Dina Kaplan, co-founder of the television network **Blip.tv**. These are just some of the names that will make **Social Media Week Milan**, the only European stop of this September 2010 edition, an opportunity for international growth and networking.

AUGMENDY is a company specializing in social media. Its mission, through various activities, is putting companies in contact with social media market operators.

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