

FOR IMMEDIATE RELEASE

November 22nd, 2006

Cell phone service metroCode takes posters out of the silent era!

Ever wished a poster or print ad could do more than just give you words or pictures on a page?

Well wish no more. Thanks to an innovative service called metroCode (www.metrocode.net) you can use your cell phone to make posters talk, sing, and play music! metroCode launched in the Spring of 2006 with a cell phone tour of the Vancouver Sculpture Biennale (www.vancouverbiennale.com), a city-wide exhibition of public art. The metroCode service is now entering its next phase, bringing on-the-spot information about entertainment events in Vancouver directly to people's cell phones.

The launch event for this phase of metroCode is a cell phone campaign for Mint Records' Ridiculously Early Christmas Party, the annual multi-band extravaganza, this year featuring The Evaporators, The Buttless Chaps, The Awkward Stage, Young and Sexy, Carolyn Mark, John Guliak, Duotang, and the Choir Practice -- plus a mass present giveaway -- at the Ukrainian Hall (805 E. Pender @ Hawks) on Saturday December 2nd.

You're guided through clips of all the bands playing the show, along with some special audio treasures and treats, by Canada's unofficial ambassador of culture, the fun and fearless Nardwuar the Human Serviette. "This is flabbergasting! I'm overwhelmed! It's like my own personal 1-800 number! Thank you metroCode and Mint!"



Look for posters for Mint Records' Ridiculously Early Christmas Party around town and check out the ads in the November 23rd and 30th issues of the Georgia Straight. Then dial into metroCode at 604 638 2661, enter the special Christmas code 025 at the prompt and you're experiencing first hand the joy of the talking poster. The call is free, apart from your regular cell phone fees.

metroCode is a member of the Mobile MUSE network, in partnership with the department of Canadian Heritage.

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