

## FOR IMMEDIATE RELEASE

### **\*\*MEDIA ALERT\*\***

## **PHILADELPHIA COMMERCE IS GOING DIGITAL WITH FIRST OF ITS KIND INITIATIVE - *SHOPPHILLY1ST.COM LAUNCH RECEPTION***

**WHAT:** As part of MED (Minority Enterprise Development) Week, iSwop Networks, a tech firm, announces the launch of ShopPhilly1st.com, an innovative, web-based, commerce application that integrates mobile search, e-commerce, and social media to connect businesses to consumers and to other businesses in Philadelphia.

**WHEN:** Monday, October 1, 2018 from 5:30 PM to 8:00 PM

**IMPORTANT NOTE: MAYOR KENNEY WILL MAKING A  
STATEMENT PROMPTLY AT 6:15PM TO 6:30PM**

**WHERE:** Green Soul  
1410 Mount Vernon St (at Broad)  
Philadelphia, Pennsylvania 19130

### **PHOTO OPPORTUNITIES**

- Mayor Kenney will be speaking at 6:15 PM.
- iSwop President-Broderick Byers,
- Philadelphia Commerce Secretary-Harold T. Epps,

**CONTACT:** Broderick Byers  
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**ABOUT iSwop:** iSwop Networks is a tech company specializing in mobile commerce for multi-cultural businesses that develops and licenses community commerce applications to business, municipal and diversity associations. iSwop integrates business directories with business and consumer information resource libraries and e-commerce to connect multi-cultural and affinity business communities to their consumers while promoting collaboration and transactions.

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