

**FOR IMMEDIATE RELEASE 09/08/2014**

## **Social Network Connects and Reward Volunteers**

*Internet start-up makes it easier to find help when you need it or lend a hand when you can.*

**Edmonton, AB** – GozAround is a social network dedicated to connecting those in need of help, with those willing to lend hand. Be it a local volunteer organization or someone down the street, GozAround allows users to post and respond to help requests in their community and earn reward points by doing so. “It’s like frequent flyer points for making the world a better place,” says Ben Block, founder of GozAround. “We wanted to create a central hub that makes it quicker and easier for people to get involved in their community and be recognized for doing so” he adds.

### HOW IT WORKS

Upon registration users receive their first GozAround points. They can begin by posting a request for help themselves, offering those points as a thank you, or instead start by helping others, earning additional points for themselves.

Alongside these “peer-to-peer” acts of service (directly between individuals) will be formal volunteer opportunities posted by organizations including non-profits and community groups. For these organizations the site will serve a means of volunteer recruitment as well as a low-cost recognition and reward program.

GozAround can be thought of as part social network and part loyalty program for making the world a better place.

GozAround launched on August 20, 2014, with a pre-registered base of over 100 volunteer organizations in the USA and Canada. Already GozAround has seen posted requests ranging from charity event volunteers to a would-be fire fighter looking for a ride-along. “This is just the sort of diversity we hope to see on GozAround. We believe it doesn’t have to be hard to get involved in the community, and with a wide range of requests, we will eventually offer something for everyone” comments Block.

With over 26% of Americans and 47% of Canadians participating in formal volunteer activities, and even higher numbers engaging in informal volunteering, the potential user group is large. GozAround was founded to leverage technology as a tool to mobilize and connect these community conscious individuals. Block believes that “social networking has been applied on a mass scale in our personal relationships, careers, and other areas of our lives. It’s time that same technology was applied to making the ‘real-world’ a better place to live”.

To get the GozAround community started, with the help of friends and family, Block set out to personally perform some random acts of kindness. These included moving a single mother’s couch, helping a disabled woman dig her garden, and in time of the sites launch, coordinating a wedding for a terminally ill 28 year old woman. “We hope that by giving some examples of what we hope to encourage, people will see that there are opportunities to help all around. We just need a better way to find them” adds Block.

GozAround is now hard at work building momentum and gaining new users every day. “The challenge with any socially driven site is to build a vibrant, interactive community. With every new user and new posting, we are one step closer to the dream of the world’s leading online resource for connecting those in need, with those who can help.”

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## **About GozAround**

GozAround is an Edmonton, Alberta based internet start-up providing a social network for volunteers. GozAround allows volunteer organizations and individuals to post and respond to requests for assistance, earning reward points in the process. For more information, visit [gozaround.com](http://gozaround.com).

## **Contact**

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