
PRESS RELEASE

MobileClik Launches RiverRun Film App for iOS and Android

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For Immediate Release:

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**Verticalcurve, LLC Partners With The RiverRun International Film Festival To Launch
Mobile App, *Riverrun Film*, On Mobile App Platform, Mobileclik™**

Winston-Salem, NC, April 10, 2012 – VerticalCurve, LLC is pleased to announce that The 14th Annual [RiverRun International Film Festival](#) recently joined its mobile app platform, [MobileClik](#), and has released its mobile app entitled [RiverRun Film](#).

Comparable in size and scope to the well-regarded film festivals in Nashville, Atlanta and Boston, The RiverRun International Film Festival is a non-profit cultural organization dedicated to the role of cinema as a conduit of powerful ideas and diverse viewpoints. Held annually each spring, RiverRun screens a wide variety of feature-length and short films from all genres, and also presents a broad range of special events, including high-profile regional premieres of significant films, celebrity tributes, family matinees and classic retrospectives as well as a mixture of panel discussions and parties.

With the *RiverRun Film* app, festival patrons have access to film and event details on-the-go. Interactive maps allow users to find and get directions to film venues, places to eat, and places to park. Users also have the ability to connect with RiverRun on Facebook and Twitter as well as share festival events with their own social networks.

"One of RiverRun's goals is to implement consumer-friendly tools that make attending our Festival as fun and easy as possible," said **Andrew Rodgers**, Executive Director. "So we were thrilled to partner with MobileClik this year to create our first mobile app, which we think will benefit our audiences as they sort through festival films, locate venues, and even find a great place to eat at one of our sponsor restaurants."

Mike Buckovich, founder and president of [VerticalCurve](#), says about the development partnership, "This was a unique opportunity for MobileClik to add an event business category to its platform while helping a local, Winston-Salem-based festival like RiverRun. We are truly pleased to help them achieve their goal of uniting people through film by broadening their reach to include a mobile presence."

RiverRun Film has launched and can now be downloaded for free from the [iTunes Store](#) and [Google Play](#).

[About VerticalCurve, LLC](#)

VerticalCurve is an independent web technologies and integration firm focusing on high quality applications and solutions. A firm believer in best practices, VerticalCurve is dedicated to helping organizations liberate time, money, and energy by taming and providing fresh approaches to technology.

[About MobileClik](#)

The first platform created by marketers for marketers, MobileClik makes it simple for organizations everywhere to build high quality mobile Apps and enrich their relationships with consumers, supporters, clients, and members. With MobileClik, organizations have the opportunity to become more than a brand – they can become part of their consumers' lives wherever they happen to be.