



Contact: FOR IMMEDIATE RELEASE

Elizabeth Hoffman, Marketing & Business Manager

Elizabeth@PublicStuff.com

Phone: 347-442-7227 x 24

PublicStuff.com

PublicStuff Launches #GetEarthFixed Campaign

PublicStuff has launched a campaign for Earth Day 2012 called #GetEarthFixed. The premise behind the mini-campaign is to mobilize individuals and communities across the nation to participate in earth day activities by recording and uploading issues found within local communities.

NEW YORK, New York. (April 19, 2012) – From April 19 through April 23, PublicStuff will host the #GetEarthFixed campaign on Facebook, Twitter, and their PublicStuff Blog by encouraging individuals and community groups across the Nation to get active in their communities by observing, recording, and submitting service requests to their local governments.

Tying in with Earth Day themes, PublicStuff will offer daily how-to tips using their mobile app to record issues along Earth Day walks/races, fairs, festivals, and litter clean-up days. In addition, PublicStuff will provide information for Earth Day event organizers on what to do prior to and after community activities using the mobile application. Beyond Earth Day events and activities, PublicStuff proposes community residents participate year round by joining local community groups and associations to identify small to large issues such as potholes, broken street lights, litter, water leaks, watering violations, broken sidewalks, defaced public property, and more.

The main call-to-action for the #GetEarthFixed campaign is to inspire individuals to openly discuss and identify issues of community improvement and maintenance, and unite them with their local city agencies. Cities from Plano, TX to the Village of Mahomet, IL to Fontana, CA, among 100 others, use the PublicStuff's 311 technology to respond to and fix large and small issues reported by residents. "The PublicStuff platform is more than a tool for individuals to record and upload service requests to their local governments," said Lily Liu, CEO and Co-founder of PublicStuff. "Our solution is a new approach to improving communication between city agencies and their constituents. Earth Day is a perfect way for us to demonstrate how everyday citizens can get active in their community and communicate the need for environmental sustainability."

#GetEarthFixed daily tips will be available on PublicStuffBlog.wordpress.com. To access any of the public services, please visit the following links:

Online Portal: www.publicstuff.com

iPhone App: www.publicstuff.com/iphone/

Android App: www.publicstuff.com/android/

ABOUT PUBLICSTUFF, INC. – www.publicstuff.com.

Founded in 2009, PublicStuff is an innovative CRM software company that provides web-based solutions and mobile applications to address the service needs of both constituents and managing agencies. The online consumer platform allows the public to request services to a variety of organizations. The online municipal platform allows agencies to cost-effectively manage communications with customers and better manage the service delivery process. PublicStuff increases customer participation while also driving down costs for agencies. PublicStuff is headquartered in New York, NY. For more information, visit www.PublicStuff.com.

###