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CANADIAN STARTUP AND AUSTIN NON-PROFIT RECOGNIZE GOOD AT SXSW

Nice Patrol notices good deeds, snaps thank you photos, to raise funds for good

AUSTIN, Texas, March 17 2015 –A Canadian startup and an Austin non-profit have teamed up to bring out the good in everyone, one thank you at a time, on the SXSW trade show floor this week.

The Canadian company's app, called xocial™ (soh-shuhl), allows users to thank their friends, spouses, kids, coworkers, neighbours, colleagues—anyone they're connected with on Facebook or LinkedIn. They can also thank the teacher and hockey coach by searching the xocial community. The ultimate goal, says CEO and co-founder Colin Duetta, is to recognize and share the good people are doing to inspire more.

That's precisely the principle behind Austin-based non-profit, RecognizeGood. "The partnership with xocial was such an easy yes," says communications director Joel Coffman. "We try to elevate the collective power of good and, combining this with xocial's ability to actually measure someone's positive social impact—their goodness, in a sense—I think there are a lot of incredible possibilities."

At SXSW, xocial has Nice Patrol volunteers—recruited by RecognizeGood—combing the trade show floor for random acts of kindness, which are rewarded with a funky xocial t-shirt. xocial has set up a thank-you photo booth and is donating \$10 to RecognizeGood for every thank-you video and photo shot at the show. More than \$1000 has been raised so far. The whole campaign ties nicely into SXSW's official social good platform, SXGood.

Coffman describes the partnership between the two organizations as serendipitous. The Canadian company had a Texas connection who linked xocial to a nonprofit for seniors. That organizations wasn't able to assemble a Nice Patrol in time, but recommended RecognizeGood.

"RecognizeGood and xocial are awesomely aligned," says Duetta. "Partnering with them has meant we can help show-goers reflect on what they're thankful for in a meaningful way. The Nice Patrol volunteers are having a blast and they immediately get what we're trying to do. And everyone has a thank you story to tell—the donation is just the icing on the cake. It's a true win-win."

For more information on xocial, visit xocial.com. For more information on RecognizeGood, visit recognizegood.org. To arrange an interview, call 905-741-2687. If you're attending SXSW, you'll find xocial at Booth 336. The Nice Patrol will be active until the show closes today. An online press kit is available at <https://www.virtualpressoffice.com/kit/tq2u>

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About xocial™

xocial brings out the good in everyone, one thank you at a time. The principle is simple. Do good? Get thanks. See good? Say thanks. The behind-the-scenes magic is a carefully constructed algorithm that calculates a user's score in real time on a scale of 0 to 100. By combining convenient acknowledgement with credible measurement, xocial can change the way we look at the impact our actions have on our friends, family, coworkers, community, country and maybe even the planet—and inspire us to make the world suck a whole lot less—one act at a time.

About RecognizeGood

RecognizeGood is a local nonprofit that helps individuals, businesses and other nonprofits illuminate selfless volunteers, charitable acts and community service throughout the greater Austin area. There are several active RecognizeGood programs, all designed to elevate the spirit of community by recognizing, rewarding and promoting good to create a movement of good deeds and unselfish charity.