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SINGLELIFECAMP SALUTES SMART SINGLES IN SAN FRANCISCO

BarCamp Style Event to explore Interests and Needs of Bay Area Solos

SAN FRANCISCO, CA — June 21, 2009 — What does it mean to be single, is the question in the hearts and minds of more and more Americans these days. Singlehood is an increasingly prevalent lifestyle in our society. SingleLifeCamp takes a page from the traditionally online-tech-focused BarCamp, to create a unique event to address and explore issues related to being single. The event takes place July 12th in San Francisco.

“Marriage is no longer the default state of adulthood,” said Jerusha Stewart, author of “The Single Girl’s Manifesta: Living in a Stupendously Superior Single State of Mind.” “As more adults are living single than ever before, there is a huge demand for information and services that go beyond just how to navigate the dating scene.”

The idea for SingleLifeCamp occurred to Stewart, “ while attending IIW (Internet Identity Workshop). It just seemed like a perfect structure for a singles-focused event and one which I’d not seen before,” said Stewart. “Applying the idea of a low cost event where participants propose topics and help facilitate sessions struck me as a perfect fit for smart singles.” Stewart, whose “Manifesta” was recently published in China where an “unmarried crisis” is gripping the country, quickly gathered some likeminded friends together and created SingleLifeCamp which takes place all day on Sunday, July 12, at Piazza Market & Wine Bar in San Francisco.

Limited by space to 200 people, SingleLifeCamp tickets are \$30, which include a Champagne Brunch, panel discussions with authors and experts such as Simon Tisminezky, CEO of SpeedDate.com and breakout sessions on topics such as: Social Media Gets You A Social Life, Sin City – The Single Income Lifestyle, Working Solo in Business, and Single Parenting Diaries: Dating with diapers. The day ends with a Fantasy Cake Reception, where wedding cake bakeries will present creations that best represent the sweet life of the sexy single.

Unmarried adults include many educated, empowered, savvy consumers. According to the U.S. Census Bureau, single adults spend \$1.6 trillion dollars annually and control 35% of

consumer spending nationwide. SingleLifeCamp has partnered with social media, B2C companies, and individual service providers whose products and services address the unique needs and desires of singles. Partners include: CrowdVine.com, DateMyPet.com, GetALovelife.net, Honest Tea, SmartWater, SpeedDate.com, The San Francisco Giants Singles Night, Society of Single Professionals, TangoDiva.com, WineSocials.com, and WAM Marketing Group.

EVENT DETAILS

WHEN: Sunday, July 12

WHERE: Piazza Market & Wine Bar, 627 Vallejo Street, San Francisco

TIME: 10am – 4:30pm

PRICE: \$30

Buy Your Tickets at <http://www.SingleLifeCamp.com> before June 30 and win special prizes from our sponsors!

EVENT CONTACTS:

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