

PRESS RELEASE

Dear [News Director / Assignment Editor],

A Dallas-based technology company has launched **the nation's social media network - dedicated exclusively to bars and restaurants** is launching in the Greater Nashville area starting this week.

CityCheers, America's Hospitality Super App, enables restaurants and bars to post their daily specials, game times and events on their **Virtual Chalkboards**. Consumers can use the Chalkboards to find local food and entertainment in real time.

Unlike traditional social media, where restaurant posts are often missed, CityCheers enables operators to message their guests directly using **Dining and Entertainment Alerts**. These alerts appear instantly on guests' phones after they FAVORITE a venue on the Super App - popping up just like news, weather, and sports alerts.

Social media influencers are going to be able to post their **REELS** throughout the app's venue pages

Equally transformative, CityCheers' patented **ExpressCheck™ payment system** automates the entire payment process. Guests open a tab on their phone and then tap pay when they are ready to go, eliminating the need for staff to collect, hold, or **manually** process their credit cards. This reduces walkouts, eliminates payment delays, increases table turnover, improves operational efficiency, and allows staff to focus entirely on serving guests - instead of handling transactions.

For restaurant and bar operators, CityCheers provides **20 custom WIDGETS** that drive revenue and streamline operations, including **JobLine** for hiring, **Instant Gifting** to replace GiftCards, guest **Feedback** to capture customer insights, **Waitlist** management, and built-in tools to promote and book **Catering** and **Private Events** to name a few.

The company has invested more than **\$26 million to build this Super App** and is now launching nationally through partnerships with POS networks, restaurant associations, and hospitality operators.

This launch represents a major shift in how hospitality businesses are going to be able to connect and engage with their guests - enabling them to actually **drive traffic on demand; which is a BIG WIN for local bars and restaurants**.

For the local hospitality market - CityCheers delivers a seamless activation experience - just **Create an Account** and start using their tools - at no cost to the venue operators.

For more information, see the Super App's FULL TOUR video [here](#).

CityCheers CEO Winston Jaeb is available for live or recorded interviews to discuss:

- How this new social media network will transform the hospitality in your community
- How local restaurants and bars can leverage it to drive immediate traffic
- How the ExpressCheck payment technology automates the payment process
- Convey that CityCheers Channel Distribution POS Dealers, local beer distributors and state restaurant associations will also be promoting the Super App to all the bars and restaurants in town.

We would welcome the opportunity to schedule a brief meeting or interview at your convenience.