FOR IMMEDIATE RELEASE

Create Unique Networking Cards With MyKrd App

TORONTO – 25TH NOVEMBER 2015: MyKrd App is a Toronto based startup, dedicated to improving the way people connect in the digital age. It allows freelancers, professionals and students to customise digital networking cards, and exchange contact details while creating mutual connections.

MyKrd offers the unique opportunity for each digital card to be personalised with images and links relevant to the receiving party. Different cards can be created for events, teams, personal and professional requirements, with links to only those social media accounts that the sender chooses to include. Maps, pictures and web links to portfolios can also be added.

Forbes estimates that over 50% of US workers will consist of freelancers, consultants and other independents by 2020. Mykrd addresses this growing need in the market to network on the go, and develop referral relationships with like-minded individuals.

CEO Hayden Dent says "MyKrd can revolutionise the way people connect in the digital age. We want to give creative control to everyday people who need to connect digitally for business and social reasons."

ABOUT MYKRD APP

MyKrd's launch was held in the MaRS Discovery District, an incubator for startups in Toronto. Guest speakers were Bruce Croxon (of CBC's Dragon's Den and BNN's The Disruptors) and David Carson (renowned TED speaker and AIGA award winning designer).

The launch announced MyKrd's Global Brand Design Contest, where students, professionals and amateurs competed to design MyKrd's logo, and win a prize of USD 10,000.00. Three finalists were chosen by David Carson, and designer Tom Bourke was chosen as the winner by global vote.

In November 2015, MyKrd was invited as a Canadian delegate to attend Ad:Tech New York, as one of only eight companies chosen by the Ontario Ministry of Trade.

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