

SayAndWin.com Launches First Status Update Aggregation Tool With Instant Win Component

By Larkin/Volpatt Communications

Dated: Oct 06, 2009

Using the Publishers Clearing House platform, new application works with Facebook and Twitter offering the chance for users to instantly win prizes by updating their status

SayAndWin.com, a new application that offers users the chance to instantly win prizes each time they update their status, announced its launch today. Developed using the Publishers Clearing House sweepstakes and instant win platform, SayAndWin.com aggregates updates and manages feeds from both Facebook and Twitter. Instant win prizes include \$100, \$500 and \$2500 in cash as well as Amazon Gift cards ranging from \$1 to \$50.

“We wanted to integrate winning opportunities with something that the online community does on a daily basis,” said Craig Aron, manager of digital and emerging media for Publishers Clearing House Online Network. “As reported in The Guardian, there are 30 million Twitter accounts, which translate to 1.5 million active Twitter users. Facebook reports that it has 250 million active users with more than 30 million users updating their status at least once each day. Combined, these figures present an incredible number of daily updates, translating into an enormous opportunity for SayAndWin.com with many, many chances to win.”

SayAndWin.com is different from other applications in the market because of its instant win component. Users simply log on and register. They are then connected to their Facebook and/or Twitter accounts. Once their SayAndWin.com account is activated they can begin updating immediately. After submitting an update, a pop-up box notifies the user if they have won and winners instantly receive an email with details on how to collect their prize.

SayAndWin.com will launch additional features in the coming months including advanced filtering. The site is currently featuring Google AdSense ads, with future plans to offer advertisers the opportunity to sponsor prizes.

About SayAndWin.com

Developed in conjunction with the Publishers Clearing House Online Network, SayAndWin.com is a new technology that gives people the chance to instantly win prizes each time they update their status on a social networking site. SayAndWin.com currently aggregates updates and manages feeds from both Facebook and Twitter, and will support other platforms in the coming months.

###

About the PCH Online Network

The PCH Online Network is the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines. The company promotes its products by providing site visitors with a chance to win valuable sweepstakes prizes. With more than 3.5 million new registrants per year, more than 5 million unique visitors per month and a database of more than 10 million customers, the PCH Online Network continues to be a viable opportunity for advertisers to reach a diverse group of men and women online. For more information about the PCH Online Network, visit <http://www.pchonlinenetwork.com>

Category Advertising, Publishing, Internet

Tags pch online network, sayandwin com, sweepstakes, Advertising, Publishing
Email [Click to email author](#)
Phone 415-994-8864
State/Province [New York](#)
Country [United States](#)