



FOR IMMEDIATE RELEASE

PlaceSpeak Launches *Neighbourhoods* in New Westminster

VANCOUVER, B.C. (April 27, 2015) - PlaceSpeak announced today the launch of a new, free service called *Neighbourhoods*, which allows residents within the boundaries of specific neighbourhoods to communicate privately with one another. The company is launching this new service within the 11 neighbourhoods in New Westminster.

Until now, PlaceSpeak has enabled verifiable communication between proponents of public consultations and residents authenticated within defined geographical boundaries. The release of *Neighbourhoods* represents a shift which enables registered residents to connect privately with each other within the boundaries of their own neighbourhoods. Key features of the Geosocial platform include a community noticeboard, events calendar and neighbour messaging.

The City of New Westminster was one of the first municipalities in B.C. to pioneer use of the innovative PlaceSpeak platform, beginning in 2012 with its [Master Transportation Plan](#). Since then, approximately 500 residents from New Westminster have registered with PlaceSpeak.

“Our new service, *Neighbourhoods*, will help residents become more engaged in their community,” says Colleen Hardwick, CEO of PlaceSpeak. “All too often we hear that people don’t know who lives on their own block, let alone in the community at-large. There’s a lot of hyper local information that can be shared online; simple things like finding lost pets, or borrowing power tools or recommending babysitters. *Neighbourhoods* provides an opportunity for individuals to connect with other neighbours on an online platform.”

“New Westminster is a good city to pilot *Neighbourhoods*,” says Jason Lesage, President of the Massey Victory Heights Residents’ Association, one of the 11 neighbourhood associations in New Westminster. “The city’s residents are very engaged in the issues in their neighbourhood and community, particularly online, and this platform will be another layer where people can connect with their neighbours. I’m looking forward to using this service in my neighbourhood.”

New Westminster neighbourhoods include Connaught Heights, West End, Moody Park, Glenbrooke North, Massey Victory Heights, Brow of the Hill, Queen’s Park, McBride-Sapperton, Quayside, Downtown and Queensborough. PlaceSpeak plans to roll out the service in other municipalities in B.C. in the coming weeks.



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About Neighbourhoods

Launched in 2015 by PlaceSpeak, Neighbourhoods is a GeoSocial network for residents who have been verified as residing within specific boundaries. PlaceSpeak aims to help people become more connected and engaged to one another, to their neighbours and neighbourhood, and to their larger community. Participants within neighbourhoods can connect with each another, post items of interest on a community noticeboard and create and share local events.

About PlaceSpeak

PlaceSpeak is a location-based consultation platform launched in 2011 and developed with the support of the National Research Council of Canada. PlaceSpeak was developed to solve the problem of how to consult with people online within specific geographical boundaries. Use of the platform has expanded beyond Metro Vancouver, throughout British Columbia and across Canada, with initial consultations beginning in the USA, Northern Ireland, UK and Tasmania, Australia. For more information, please visit www.placespeak.com

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