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MyGelato App to be Unveiled in North America at the Gelato World Tour in Austin

AUSTIN, Texas (May 1, 2014) – One week before its North American debut, the Gelato World Tour is pleased to introduce the MyGelato App developed to quickly connect shops and customers. The app allows gelato lovers to easily find the closest gelato shop no matter where they are in the world... Italy, the United States, Australia, South America or the Far East. MyGelato is also the first app in the world to provide free gelato for users (users get coupons just for signing up) and also delivers interesting facts and news about artisan gelato. By the end of June, upgrades will allow users **to send friends and family the gift of gelato no matter where they are in the world through the app.**

Starting today in the U.S., MyGelato app can be downloaded for free from the App Store and Google Play. **People attending the Gelato World Tour in Austin can buy a tasting ticket directly through the app, skipping the line with just one click! By downloading the app, users will get six coupons** for the richest gelato experience with the best artisans in the country.

The proceeds from sampling go directly to the Sustainable Food Center, an Austin based non-profit that creates opportunities for individuals to make healthy food choices and to participate in a vibrant, local food system.

MyGelato App was launched in Italy on April the 26th in Rome with thousands of downloads in one day and over 700 shops involved. Being a part of MyGelato Network is easy and free. Starting May 8th all gelato shops in the United States can join and immediately start receiving the benefits of being a part of the network.

Enrico Amesso, lead manager on the app stated, *“With this project, Carpigiani is providing artisans a digital marketing tool that will promote their business and spread the culture of good and healthy gelato. Shops can join the MyGelato network for free, making them easily found by gelato lovers worldwide. Through the app and the gift system, the project will help increase visibility of one’s shop, interact with customers, build targeted communication campaigns on Facebook, and expand business with e-commerce and home-delivery services.”*

Gelato World Tour Media credentials, [photography](#), b-roll and more information are available upon request.

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