

**What is it?** *“A Day at Pike Place Market”* is an iPhone guidebook for exploring Pike Place Market.

**Who’s authoring it?** Robyn Cannon is a travel & lifestyle writer who has lived on Queen Anne for the past 25 years. She shops at The Market several times a week and knows it inside and out.

Robyn is working with APPLE and SUTRO MEDIA--a software developer that publishes travel Apps. These are destination guides that can be downloaded from the iTunes Store to a iPhone is seconds--and used on the run.

**Who will be featured?** In her first edition, Robyn will select 200 unique businesses & services that operate within the Market. Each will have their own entry with up to 150 words of descriptive copy and up to 10 photos, a GPS Google map function and a website link. Information will be updated when things change, and more entries will be added as time goes on.

**Is there a cost if my business is selected?** There’s no charge to you for being included. But here’s where you can get creative. If you do business in the market, you may already know Robyn. But if you don’t, she’d like to know about your business, what makes it special and why tourists will want to make a point of visiting when they come to Seattle.

You have a great opportunity to contact Robyn and showcase your business. If you’re a restaurant, invite her to lunch...or dinner.

If you have a special product or service, invite her to sample what you sell. She’ll set up a time to talk with you and get the details. The more unique or interesting your story, the greater your chances for inclusion.

**What about photos?** If you have excellent digital photography of your product or location, she’ll try to include it. If you don’t, no worries. She’ll take her own pictures and work with you to make sure all of your copy points are correct.

Please feel free to take the lead and give her a call. She’s very easy to reach:

**206.285.7732 office 206.335.5775 cell phone**

If you miss her, just leave a message--she’ll call you right back.

**When will this App be available?** *“A Day in Pike Place Market”* is planned to be available in the iTunes Store this summer.

To see Apps that SUTRO MEDIA has already published about cities and special destinations around the country, visit [www.sutromedia.com/apps.html](http://www.sutromedia.com/apps.html)



*Robyn Rochm Cannon*

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