



Seattle-Based Startup Unveils New Lost-and-Found Community Initiative at SXSW

Realizing the power of community, FoundIt! invests in local initiatives and organizations to help create a culture of returning

FOR IMMEDIATE RELEASE. March-09-2012, AUSTIN, TX – Lost-and-Found tech startup [FoundIt!](#) has announced it will launch their FoundIt! Community Project at SXSW. This program is designed to help bolster local initiatives and organizations through funding and community reinforcement.

The FoundIt! [Community Project](#) redirects portions of sales back into a community to achieve a specific local vision or goal. “We want to help provide that initial spark,” says Director of Marketing Katie Bandstra, “or to be that final push to get something off the ground. FoundIt! is ultimately a community product; it requires two people to come together and take care of each other. What better way to support this than by helping to strengthen existing communities?”

FoundIt! is currently seeking community partners to take part in the Project. After a short application process to articulate their visions and goals for the raised funds, communities will receive a customized plan including group discounts on FoundIt!’s services. “We’re very hands on. We’ll collaborate with organizers and leaders to develop a solution for their needs,” said Nickerson Hill, FoundIt!’s Community Director.

FoundIt! has designed their product and service with the goal of improving interactions on the micro level for a deeper cultural impact on the macro level. By making it easy for two people to have a successful lost-and-found event, the company has its sights on fostering a broader culture of returning. “**We want returning to go from a disruption to an intuitive reaction,**” says Hill, “**it’s a cultural shift– and that’s going to start at the community level.**”

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For more information, please visit <http://www.foundit.net> or contact Erica Rosen at erica@foundit.net

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About FoundIt!

FoundIt! is an SMS/Email based lost-and-found retrieval network that connects Members and Finders seamlessly while keeping personal information private. Members label everyday items with their unique FoundIt! ID using durable stickers and tags and if they misplace an item, Finders follow the easy instructions to send the owner an instant FoundIt! Alert, allowing the parties to connect in a matter of minutes. The company was founded in 2010 and is headquartered in Seattle, WA.