

MacroSolve launches app for Restaurant Week

By Tulsa Business Staff - 9/7/2010

Anyware Mobile Solutions, a division of MacroSolve Inc., a leading provider of mobile business applications, announced today the launch of the Tulsa Restaurant Week mobile app for smartphones. Anyware Mobile Solutions and Waller & Co. PR teamed up to develop the content for the app. Both companies are contributing sponsors to Restaurant Week.

In recognition of Hunger Action Month, Restaurant Week is an annual event to benefit the Community Food Bank of Eastern Oklahoma. During the week of Sept. 12-18, Tulsa area diners will have the opportunity to eat special three-course lunches and dinners at several of the city's upscale eateries. Ten percent of every meal will help fund the Food Bank's Food for Kids Backpack Program. All proceeds will be matched by the George Kaiser Family Foundation up to \$25,000.

Powered by DineInsight, the Restaurant Week app leverages the nearly ubiquitous use of smartphones to provide information about the event, including the participating restaurants, menus available and contact information. Consumers can visit the iPhone app store to download the app for free.

"Hunger Action Month is a very worthy cause that MacroSolve is honored to support," said Jeff McMains, vice president of ReForm XT. "Leveraging our DineInsight restaurant mobile app, we're donating our time and resources in developing, branding and managing the mobile app for Tulsa Restaurant Week. While mobile technology is driving growth and efficiencies in business, we are very pleased to be a force in applying the benefits of mobility to help fight hunger."

After Restaurant Week is over, the app will provide surveys and forums to gather feedback about the event, as well as an update on how much money was raised for the Food Bank.

"The introduction of a mobile app for Tulsa Restaurant Week really helps in getting our message out to the community," said Frances Bevel, special events manager for the Food Bank. "It helps local diners find out more about the Community Food Bank of Eastern Oklahoma as well as giving them a preview to each participating restaurant. We are particularly excited about the app's functionality in providing feedback and tracking on how and where funds were raised. This kind of data will help us to be even more effective in our cause in the coming years."

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