

Press Release / Photo Opportunity

Contact Information

Callum Macdonald

Mobile: 0211 339 053

<http://www.couchsurfing.com/>

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CouchSurfing.com Brings Free Hugs to the Streets of Nelson

Nelson, New Zealand – Members of CouchSurfing.com, the international hospitality exchange network of over 175'000 people, from more than 210 countries, will be on the streets of Nelson this afternoon from 4:30pm, sharing free hugs with the local community.

The Free Hugs campaign was started by Juan Mann in 2004 in Sydney. Now a worldwide phenomenon, the campaign was initially banned by police. The ban caused an immediate backlash, over 10'000 people signed a petition supporting the Free Hugs project, and the ban was overturned, a victory for huggers everywhere.

Part of an international event, CouchSurfing.com members will also be on the streets of Melbourne sharing free hugs in Australia's arts capital.

CouchSurfing.com is a volunteer run, non profit organisation that seeks to internationally network people and places, create educational exchanges, raise collective consciousness, spread tolerance and facilitate cultural understanding.

Currently housed in Nelson, the CouchSurfing.com Collective is a group of volunteers from around the world who travel the world developing CouchSurfing.com. Nelson was chosen as the base to develop CouchSurfing.com in New Zealand and the southern hemisphere.

Notes to Editor

More information on CouchSurfing.com is available at www.couchsurfing.com.

More information is available on the Free Hugs Campaign at www.freehugscampaign.org.

Photo shoot will take place at 4:45pm. Callum Macdonald will be on-site to assist with any arrangements.

For comment / interview / or more information contact Callum Macdonald.