



# FREE NOISE

## What is G8buzz?

A Parry Sound/Georgian Bay tourism guerrilla tactic designed to attract search engine attention. It is estimated that 5,000+ people will descend on Huntsville and Toronto throughout the course of the G8 & G20 summits. All those people will be looking for things to do. We think that official websites are pretty lame and Google searches will provide most of the information for the 'downtime' interests of these folks. We have 6 months to make a really loud noise on the web!

## How does G8buzz work?

G8buzz uses a proprietary piece of software called ScribbleLive to collect data from several sources including, Tweets, on-line comments, reporting, e-mail and other electronic means and displays them in real time on a website. Then search engine spiders collate this information and provide content and relevance to searchers. G8buzz aims to flood the web with references to Parry Sound/Georgian Bay directly associating us with the Huntsville G8 and Toronto G20 summits.

## Want to be a G8buzzer?

G8buzz is FREE and we'll even include an ad for your tourism business at no charge. We'd like you to create 'buzz' about your business and the Parry Sound/Georgian Bay area so all of us can benefit. How?

1. Check out [gbayx.ca](http://gbayx.ca) to see it in action.
2. In the next 6 months add your 'buzzes' frequently:
  - Post a live 'buzz' on [gbayx.ca](http://gbayx.ca) or
  - Using Twitter simply include the term "g8buzz" in your tweet or
  - Email a 'buzz' to [g8buzz@gmail.com](mailto:g8buzz@gmail.com) or
  - Become a G8buzz reporter and we'll automatically follow your Tweets
3. Add the ScribbleLive live blog box to your website and make your site Parry Sound/Georgian Bay' noisy' too!



Need more details? Call us at 705 746-9481 or email [info@gbayx.ca](mailto:info@gbayx.ca)