



Naperville Ribfest Marketing Team Announces Availability of First iPhone App

Naperville Ribfest Marketing announces first iPhone App for Naperville Ribfest posted on iTunes Store – contains band schedules, a park map, updates, and more.

NAPERVILLE, IL, USA, June 11, 2014 /EINPresswire.com/ -- The Naperville Ribfest marketing team has proudly announced the creation and launch of the innovative Naperville Ribfest app, available now for free from iTunes.

"We set having an iPhone app that puts the Ribfest experience on your phone as a new and effective way to reach Ribfest fans as one of major marketing goals this year," said Marketing Chair Don Emery. The task for designing the look and feel fell to Paul Feith, principal at Paul Gregory Media (www.paulgregorymedia.com) and a member of the Ribfest marketing team, "We wanted to augment the attendee experience so they could easily follow bands, create their personal itinerary, and see all that the fest has to offer at a glance." He noted that app users can quickly get to the information they need in seconds.

Feith worked with Lextech (www.lextech.com), a mobile app development company headquartered in Lisle, Ill. to design and develop the innovative Ribfest app. In addition to tabs for fun activities, rib vendors, music, food and drink locations, tickets, shuttle/parking, and accommodations, the app also includes a map of the Ribfest grounds. "We were able to use mobile technology to overlay maps and attractions, vendors, and events showing their location in relationship to where you are," explained Feith. He added, "The app can push out announcements in real time for any last-minute changes or weather concerns."

John McGill, vice president of business development at Lextech, said, "We are grateful for the opportunity to create a technology solution that provides value to the community, supports the programs and charities of the Exchange Club, and enhances the experience for visitors to the Ribfest event." He explained, "The first iteration of the app will give attendees access to relevant and timely information about Ribfest before, during, and after the event. Future versions of the app will provide a platform for users to engage with the Exchange Club throughout the year."

To download the app, search the iTunes app store for Naperville Ribfest or follow this link: <http://tinyurl.com/ribfestapp>

About Ribfest

The 27th Naperville Ribfest will be held July 3 - 6, 2014, in Knoch Park in central Naperville. Ribfest consists of family activities, award-winning rib vendors from across the country, carnival rides, and crowd-pleasing musical entertainment. Ribfest is run by the 140+ members of the Exchange Club in cooperation with its partners including the City of Naperville and the Naperville Park District. More than 4,000 volunteers and hundreds of sponsors support the event with 100% of the proceeds from Ribfest going to support the elimination of child abuse and domestic violence.

About Naperville Exchange Club

The Exchange Club of Naperville chartered in 1987; its 140 members dedicated to the elimination of child abuse and domestic violence. Through Ribfest, the Exchange Club has donated more than \$14 million to more than 50 local charities. Check us out at www.ribfest.net and www.exchangeclub.org.

For more information, please contact Hunter Byington, Public Relations for Ribfest, at 630-357-6584 or email us at media@ribfest.net.

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For additional information and media materials, please visit:

www.Ribfest.net

[www.Facebook.com/RibfestNaperville](https://www.facebook.com/RibfestNaperville)

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