



FOR IMMEDIATE RELEASE
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ALLIE MERRICK PARTNERS WITH GRAVIDI

THE ALLIE WAY TO PRODUCE INTERACTIVE VIDEOS WITH GRAVIDI

"If content is king, GRAVIDI offers up a royal distribution platform presenting interactive opportunities with majestic magnitude for brands." -Allie Merrick

Producer, Allie Merrick, is proud to partner with GRAVIDI to provide brands with content that embodies an original vision and organic voice in the form of an interactive video experience. With technology partner, GRAVIDI, Merrick will be publishing videos available on the official GRAVIDI iPad app and online via her independent platform - The Allie Way (www.theallieaway.org), offering viewers with the opportunity to either touch or click elements that unveil additional content to engage with in the form of rich, textural media.

"We are extremely excited to be working with Allie and her lifestyle platform, our partnership allows us to jointly create engaging interactive rich media content for her loyal audience to explore and enjoy." - Chris Nickerson (CEO of GRAVIDI)

Wine, spirits, food, travel, fashion, art & entertainment are Merrick's primary focus for content development, wherein independent projects are developed with brands invited to participate in featured/sponsored positions. For more, visit www.theallieaway.org.

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For more information, contact Allie Merrick via email (alliemerrick@gmail.com).

Also, visit www.theallieaway.org and www.gravididi.com.