

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

**Brian Smith, American Bars**

**brian@americanbars.com**

**Telephone: 800.303.8803 ext. 111**

**Mobile: 562.290.9017**

**Media Preview Link: <https://americanbars.com/ADBCI>**

AMERICAN BARS: A NEW & INNOVATIVE CROWDSOURCING WEBSITE DEDICATED TO BARS & PUBS OFFICIALLY LAUNCHES ON AUGUST 17, 2015 IN VENICE BEACH, CALIFORNIA

**August 11, 2015 (Long Beach, California)** -- American Bars (AmericanBars.com) will officially launch its website at a soft-launch event on Monday, August 17, 2017, in Venice Beach, California at the Del Monte Speakeasy starting at 8:00 pm PST. American Bars is a massive crowdsourcing & interactive directory website with a social slant that focuses on American Bars & Pubs. When launched, the website will have over 250,000 pages of content that will grow exponentially because of user-generated content in the form of social profiles, reviews, bar suggestions, cocktail suggestions and user-generated photo galleries.

American Bars is the first website of its kind to use crowdsourcing as a primary means for gathering information gathering and to maintain the integrity of the data. All of this functionality is wrapped up in a social atmosphere. With regard to the website, American Bars is an interactive directory of all the bars and pubs in America and has the following compliments:

- Approximately 100,000 bar listings in the United States. Each bar listing has it's own page and each bar owner is able to claim their listing and edit basic information. Under an extended profile, bar owners can post videos, multiple photo galleries, events and specials, sell merchandise, send direct messages to patrons, list all the beers, cocktails/liquors they sell, and administer comments and reviews.
- Over 65,000 beer listings. American Bars will be the largest directory of beers and beer profiles on the web within one year. Users, whether bar owners or patrons, can suggest, discuss, and add their favorite beers to their personal profiles or bar profiles.
- Over 1,000 cocktail listings with an ingredient list, instructional video and comment/tip section. This will soon be the largest cocktail directory on the web.
- Patrons can send actual postcards and messages to bars through the website. Any user can search for a bar, fill out a postcard form, and American Bars will, at no charge, send a postcard to the bar with their message. No other website offers a similar functionality.
- Free online trivia game. American Bars will soon be crowdsourcing questions in the near future, which will help make this the largest online trivia game in existence.
- Each bar profile page is specifically optimized to show up on Google, Bing & other major search engines, with the use of many elements of modern search engine optimization techniques not used in combination on many other sites.

*"American Bars sets a new standard for what modern web-based directories need to offer for consumers. Much like Wikipedia, American Bars is innovative in the sense that it gives bar owners and bar patrons*

*the ability to shape the direction and the content of the website. It truly is alive,”* says Brian Smith, Founder.

Because of the robustness of the bar owner dashboard, in many cases, bar owners will not need a separate website. The dashboard tool will allow them to keep their costs low while still being able to manage all the elements of their digital marketing. And, if a bar owner elects to sell merchandise on their profile page, they can even turn a profit each month simply from being on American Bars.

American Bars began the process of programming the website and cultivating the data over three years ago. Creator, Brian Smith, and the two co-founders, Mark Wright and Tobias Schopf, have worked tirelessly during this time to make it the best site for both bar owners and users.

Early sponsors include: [Bartel's Harley Davidson](#), [Falangetti & Weimortz \(Attorneys\)](#), [Culver City Mazda/Volvo](#), [Matrix Business Capital](#), [Wicked Tango Whisky](#), [The Ad Auditor](#), [Blue Sand Group](#), [Chef Markus Bold](#), [AB Special Events](#), and [Harbor Breeze Cruises](#) in Long Beach, California.

American Bars is headquartered in Long Beach California @ 249 East Ocean Boulevard, Suite 670, Long Beach, California 90802.



###