



A Solution to the Social Dilemma? “Kindness App” Mayo to launch on October 25th *Mayo is a first of its kind app that enables people to help others nearby in the moment*

Seattle, WA - October 15, 2020 - On October 25th, [Mayo](#) will launch the first kindness app to coincide with National “I Care About You Day.” Mayo is designed to help people connect with others to help or get help quickly with small neighborly needs.

Mayo strives to solve today’s loneliness epidemic: Kindness has [scientifically proven health benefits](#) and [80 percent of people](#) believe they have a responsibility to help others. [Three in five adults feels lonely](#) - and social media exacerbates the isolation.

Mayo creates interaction through one to one helps. Unlike typical social media platforms, Mayo doesn’t ask users for signup or login information, creating a more unbiased exchange. The ultimate goal is for users to connect for an offline kindness exchange, following proper safety and social distancing measures. If the health and human benefits of kindness aren’t enough - there’s also built in rewards. Users can thank each other and get rewarded with points that can be redeemed for gift cards.

“Mayo started with a simple mission. I wanted to find more ways to encourage face-to-face interactions. I hope Mayo can foster friendliness and real-life connections in this increasingly digital age.” said Founder Allen Chan.

The concept has deeply resonated with initial pilots in apartment communities and the team has received positive feedback from independent senior living facilities. Mayo is also partnering with local restaurants to offer the rewards program, and is looking to create a symbiotic relationship between the community and [local small businesses](#).

“We’ve learned a lot from the community in our beta program. People really want to connect with each other and in a helpful, meaningful way,” said Chan. Interested buildings can still sign up to [partner with Mayo](#).

With the COVID-19 pandemic and harsher weather settling in, the need for people to easily connect with each other and to provide small help is even greater. [Simple ways](#) users can use the app include: sharing extra items from their in-home garden, heading on a pharmacy run, or finding a neighbor to share an impromptu glass of wine with from a safe distance.

“I can’t think of a more appropriate day to launch than, “I Care About You Day.” Using Mayo is an opportunity to show others that you care.” said Co-Founder Megan Thorne.

The app itself is easy to use:

- Download the app, without a need to signup or login
- Send a Mayo post to request or offer quick help, or respond to an existing post
- People nearby have one hour to reply and arrange a safe way to complete the ask

To sign up or learn more, the community can go to www.heimayo.com. During the initial launch phase, users who sign up will receive an extra reward bonus.

About Mayo

Mayo is a platform with purpose. To help people help each other. And feel better doing it.

Mayo seeks to remove the social barriers to asking and offering for help. Connect people with the people who can help the quickest - the people nearby.

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