

PRESS RELEASE: **MARK YOUR SPOT - "A MATING GAME"**

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The GAME is described as a PLATFORM for the EXCHANGE of SOCIAL CAPITAL. Players use (SCC) **Social Capital Cards** to market them selves during the game by encouraging there associates to earn POINTS, **Cathup with Friends, Meet MATES** and **have FUN!**

"We believe in creating value and rewarding value creators and that is possible to break the silos of identity by encouraging emerging professionals to build social capital. Life is filled with silos, social clicks and pockets of corporate cultures that need to be transcended if you want to harness the collective power of the people you know." –
Craig Pravda, President, LifestYle Brokers Inc.

Originally it was developed, as a solution, for independent successful women who were interested to meet nice guys. The GAME eventually developed into an extremely use-full tool for Personal Public Relations ("Personal-PR") and a method of benchmarking individuals participation in the building, participating and managing of communities of like-minded professionals.

In order to assure that each players "PASSION IMAGE", available on www.MarkYourSpot.com has "Verifiable Credentials", LifestYle Brokers Inc. obtained an exclusive license for the entire collection of images from Art4Love.com in exchange for Social Capital Points

Games are played each Sunday (12-2pm) in several cities and a few countries, teams of "Social Capitalists" get together to assist each other, their community and themselves, by exchanging "Social Capital" in exchange for good connections (a.k.a. "Person-of-Interest"), which are then redeemable for a FREE BRUNCH.

Each game "PLAYER" employees several "SCOUTS" to assist them to trade their (SCC) "Social Capital Cards" before, during and after the GAME. The "SCOUTS" are then rewarded for making good connections with complementary food at a local "LifestYle Broker BRUNCH". During the week, "SCOUTS" attend other events that are of interest to their own passion, profession or social endeavors. Each time they attend they can earn points on any (SCC) Social Capital Card that they posses. Afterward, when they exchange, trade or donate the (SCC) Social Capital Cards back to their "PLAYER", that player will redeem all of the points on the cards to try to WIN the GAME.

Initial games are played at FREE CITY EVENTS in major metropolitan areas. Anyone can sign-up to start a LifestYle Broker BRUNCH and become a COACH in their local community. Currently, final games are played in the exclusive private residences of the TOP PLAYERS or at one of the exclusive private social clubs in the MARK YOUR SPOT network. For additional information please [View the Educational Video Series about Building Social Capital](#)

LifestYle Brokers Inc. is an IDEA development company that designs, markets and/or promotes People, Products, Information Services & Space that builds community and strengthens identity.