

NEW YORK, Jan. 17, 2014 /PRNewswire/ -- [5WPR](#), one of the 25 largest independently owned PR firms in the US, is excited to announce the addition of the Israeli-based Interacting Technology Ltd, to its expanding roster in the corporate technology division. 5W Public Relations will execute a comprehensive public relations program designed to increase awareness of Interacting Technology's latest program, [Moovz](#), a brand new social networking platform designed for the gay community, which is currently available online and on the iPhone and Android phones.

Moovz provides real-time interaction with focus on authentic user engagement and worldwide communication, making Moovz the only platform of its kind in this sector. The platform was designed based on the needs of gay men worldwide, offering them a friendly community in which they can connect with like-minded users locally and globally. Users can virtually enter a completely different country, discover what's happening in local communities, and engage in conversations with people they would never be able to meet otherwise.

Moovz is currently available in over 20 different countries including Spain, The Philippines, Mexico, France, Brazil, The Netherlands and many more. Since its Beta launch back in October 2013, more than 25 million interactions by users worldwide have been made.

## **ABOUT 5W RELATIONS**

5W Public Relations is a full-service public relations agency known for implementing cutting-edge, customized media relations and marketing campaigns designed to drive our clients' business goals and objectives. Founded by [Ronn Torossian](#) in 2003, the energetic and focused culture earned the agency a spot on the INC. 500 list and recognition as the nation's "fastest-growing PR agency" three years in a row, while The American Business Awards named 5WPR "Agency of the Year." "Like" us on Facebook by visiting [www.facebook.com/5WPublicRelations](http://www.facebook.com/5WPublicRelations) or follow us on Twitter at [http://www.Twitter.com/5W\\_PR](http://www.Twitter.com/5W_PR)

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