



## PRESS RELEASE

**Photo Caption:** *"Joyful Play" is among 40 pieces of art in the Pleasanton public art collection that can now be accessed by the new STQRY app on a smartphone.*

### FOR IMMEDIATE RELEASE

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### **Pleasanton Unveils New Smartphone-Powered Public Art Platform**

*STQRY App Allows Users to Explore Public Art from a Smartphone Device*

*Pleasanton, CA*-----The City of Pleasanton introduces a new platform that makes finding and exploring the city's public art collection fun and accessible. STQRY is a new app that educates users about a public art piece straight from their smart phone. STQRY users can identify the exact location of each piece of public art within the city, view photos of the piece, and learn details about its history and artist.

Pleasanton currently has over 40 pieces of public art in its collection, on display throughout its parks and facilities, with a majority placed in or around the Firehouse Arts Center and the downtown area.

Founded in 2012, STQRY Inc. is the maker of the STQRY app, a simple way to illuminate, explore and interpret the cultural landscape around you. STQRY has over 300 customers worldwide, predominantly art, cultural, historic, heritage, and tourist organizations with over 100,000 active users every month.

The free STQRY app is available in the Android, iPhone and Windows app stores. For more information about the STQRY, and to view the City of Pleasanton's public art collection, visit [www.stqry.com](http://www.stqry.com).

#### **About Pleasanton**

*The City of Pleasanton is a vibrant Northern California community of 71,000 residents situated at the crossroads of Interstates 580 and 680, in close proximity to the San Francisco and San Jose metropolitan areas. The city's location has historical significance as a major trading route of early Native Americans and later along the route of the First Transcontinental Railroad. Pleasanton is a major suburb identified*

*by the U.S. Census as one of the wealthiest middle-sized cities in the nation and was included on Money Magazine's list of the 'Best Cities to Live 2014' and on 24/7 Wall Street's list of 'America's 50 Best Cities to Live'. Among Pleasanton's many attractions are an excellent school system, a highly educated workforce, 1,200 acres of parkland and recreational open space, a nationally recognized business park, a regional retail shopping mall, and a historic downtown district. For more information, please visit [www.cityofpleasantonca.gov](http://www.cityofpleasantonca.gov).*

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