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**Curbd Helps Build Community
with Launch of New Food Truck Ecosystem**
-Premiering at CultureFest Orlando, Juneteenth Weekend-

Orlando, FL (06/2/22) – Curbd, Inc. announces the launch of a premium ecosystem for the food truck industry with hopes of supporting job growth, tourism, and entrepreneurship, across the country. The Curbd ecosystem is a multi-media platform that includes *Curbd Connect*, *Curbd App*, and *Curbd Appetite* and is focused on integrating street food culture with food truck vendors, customers and event planners.

The company will unveil its services at CultureFest Orlando, the art, music, dance, and food fest, being held at Festival Park, located at 2911 East Robinson Street, Orlando, on June 18, 2022.

“The food truck industry was struck hard by Covid,” says Curbd co-founder Oriana Campbell. “The world is not only growing increasingly online but also increasingly mobile. Now, consumers will be able to explore unique, high-quality food options, with an inexpensive way to order food, using a fast and safe contact-free pickup process,” she further states.

The food truck ecosystem includes: *Curbd Connect* - an online food truck resource for vendors and food lovers, allowing visitors to get updates on truck locations, cuisine descriptions, food-related festivals, etc.; *Curbd App*- a cutting-edge food-ordering resource that leverages progressive web app technology and informs hungry foodies about the locations of the trucks they want, and allows contact-free ordering and pickup; ; and *Curbd Appetite*- a multimedia platform showcasing food trucks and their customers and fans, where foodies of all types can come together and share their love for street food, various cuisines, food festivals, and each other.

“The launching of the Curbd ecosystem and in particular, Curbd App, will propel the ability of event organizers everywhere to enhance the overall event experience,” notes company CEO Oriana Campbell. Through Progressive Website App technology, Curbd is able to update apps in real-time, send push notifications, and share them with a single URL or a QR code. “The “fastpass” solution allows for mobile friendly marketing, ordering, and contactless food pickup, but without the hassle of dealing with app stores. This is a cutting-edge resource that has been long needed,” she says.

Curbd’s progressive web app technology has a 36% higher conversion rate than native apps. They also register 50% higher customer engagement, and companies switching to the technology noticing up to a 10x decrease in page loading speed. On average, this platform costs 3-4 times less than native mobile apps, and they can take up to 200x times less device space than a native iOS app.

ABOUT CURBD, INC.

Curbd, Inc. is a multi-media platform that includes *Curbd Connect*, *Curbd App*, and *Curbd Appetite* and is focused on integrating street food culture with food truck vendors, customers and event planners. Curbd founders include: Mo Brown, Oriana Campbell, Manu Lawrence, Owen May, Dave Poritzky, and Squire Servance.

Additional information about the company may be obtained by visiting Curbd Connect at <https://curbdconnect.com> or by following them online at IG, FB, and YouTube @ CurbdAppetite. Oriana Campbell is available for interview and can be emailed directly at contactus@curbdconnect.com.

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