



February 10, 2011

Contact: Christina Arbini, Public Relations Manager, 206.826.2329

Hornall Anderson Unveils A New Take On Interaction This Valentine's Day

Seattle, WA—Who said the top of the Empire State Building was the most romantic place for two lonely hearts to find each other on Valentine's Day? This year, Cupid is queuing up his arrows and taking aim at the lovelorn and hopeless romantics in an animated splash of color on the corner of 3rd and Cherry, scheduled to run Friday afternoon through Valentine's Day.

The façade of the Hornall Anderson Experience Lab (HAX) has been transformed into a 20-foot projection surface that introduces passersby to a down-on-his-luck Harry, who has found himself alone in the big city, longing for the Cupid's arrow. In his darkest moment when all is seemingly lost, he finds redemption in the most surprising of places.

Cupid In Seattle encourages visitor participation through an interactive touch screen that invites individuals to send their own heartfelt...or heart-burned messages. The website (<http://cupidinseattle.com>) offers an alternative way to participate, follow the live Twitter hash tag (#cupidinseattle), or join in the fun by Tweeting your own messages. A mobile site is also accessible through a QR code found on the touch screen or URL for remote access from buses, across the street, or wherever your heart takes you.

This community Valentine is hosted by Hornall Anderson, where meaningful, innovative experiences are created in every form for clients including Microsoft, Sears Tower, Madison Square Garden, and, yes...the Empire State Building.

Come down and check it out...but beware of flying arrows!

Link to images: <http://www.hornallanderson.com/?#/project/162/>

#####