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Press Release

Global Launch of the OFW Watch Mobile App

No matter where in the world you are, this app will alert you if there are other Filipinos nearby and help facilitate a connection via the public social networks.

Davao City, February 2, 2018: In the spirit of Bayanihan and volunteerism, Mynd Consulting (Mynd), in partnership with the Philippines Department of Labor and Employment (DOLE) and the Overseas Workers Welfare Administration (OWWA), has announced the launch of its latest mobile app to empower Overseas Filipino Workers (OFWs) with the mobile and social networking technology they need to protect themselves, help each other and assist the government agencies tasked with supporting them.

According to Myrna Padilla, CEO of Mynd Consulting, “The clear majority of our Overseas Filipinos are both technically savvy and successful. They have already mastered the use of smartphones and social networking technology to communicate with our families back home.”

The app capitalizes on this fact, by offering two unique features found in no other app in the App Stores; a “Find Others” function and a “Volunteer Switch”.

The “Find Others” feature uses geo-location data to connect the user with other OFWs, ex-pats and community groups nearby. Profiles of nearby users, including links to their public social networks, such as a Facebook page, are used to facilitate a connection if both parties mutually agree. In addition, a tight integration of this feature with Google Places with “Check-in” functionality helps identify popular and safe locations nearby.

The “Volunteer Switch” function, when “flipped”, makes the user part of a global social network of Overseas Filipino Volunteers. As a volunteer in the network, they may receive alerts if a kababayan nearby is in trouble or they may be alerted for assistance in sharing critical information with other nearby Filipinos and via their public social network pages.

According to Padilla, an internationally acclaimed advocate for the migrant worker and a former domestic worker for over 20 years, “The spirit of Bayanihan is deep within the heart of Filipinos. If we provide the successful Overseas Filipinos with a network to help watch over the most vulnerable among us, they will do so.”

For safety and protection, the app also contains an “Emergency SOS” button, a place to report concerns of abuse or mistreatment, as well as, the ability to simply ask a question on any subject relate to their stay overseas.

For Release [Time, AM/PM Time Zone, Date]

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Other features of the app include, an OWWA provided private Work Journal for OFWs to record working conditions. The OFW can post status updates, photos and videos and, in situations involving distressed OFWs, these private Work Journals can be remotely monitored by DOLE, OWWA, or POLO.

The app is host to an extensive Resources Library, including directories of all Philippine Embassies, Consulates, OWWA, POLO offices, maps, FAQs, and access to dozens of programs and mini-websites, including currency converters, language translators, language lessons, tips and much, much more.

The app is available in the App Stores in both iPhone and Android. For Overseas Filipinos without a Smartphone a web version of the app is available at the OFW Watch website located at www.ofwwatch.com.

The developers of OFW Watch hope to send a clear message to those who may think of abusing our people, “The Philippines may be a nation of migrant workers, but we are absolutely not a nation of helpless victims. We will watch out for each other.”

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For additional information on OFW Watch or if you would wish to schedule an interview contact:

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To download the app or press kit: http:www.ofwwatch.com