

**Get Snappy at B2B
18 August 2017**

You can now share with all of your Snapchat followers your Botanic to Bridge journey, with the introduction of the Snapchat geofilter this year.

The Snapchat geofilters will be located at the Tondoon Botanic Garden, the Duck Pond and finish line area at the Gladstone Marina.

GPC CEO , Peter O’Sullivan said this was an interactive new way to engage event participants.

“Social media is filled with images of people getting out and active, so we thought we would bring the participants a fun way to share their day with their friends,” he said.

To use the filters those with Snapchat account will need their location setting on their mobile device activated, then when in the activated areas, take a snap and swipe along until you find Curtis the Turtle and your botanic to Bridge Snapchat filter.



Photo caption: B2B Snapchat filters are a new addition to this years event.

ENDS

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