



## Media Inquiries

Suzie Rodriguez or Laurie King  
707-SFW-6007

[sfwaterfront@gmail.com](mailto:sfwaterfront@gmail.com)

[www.sf-waterfront.com/pressroom](http://www.sf-waterfront.com/pressroom)



## THE SF WATERFRONT APP MAKES A GREAT GIFT

**Colleagues or friends coming to San Francisco? Send them off with something they'll thank you for!**

**San Francisco, CA - January 1, 2011:** The San Francisco Waterfront app makes a great gift for anyone who's traveling to San Francisco, lives in SF, or would simply love to visit some day! Friends, family and colleagues will find it useful, entertaining, lively, colorful, smart, well-organized, and just plain fun. And—best of all—it's inexpensive and easy to give!

### How to give SF Waterfront as a gift:

1. You don't need to own an iDevice (iPad, iPhone, iPod Touch) yourself, but you *will* need a free iTunes account. If you don't already have one, [visit Apple to set it up](#) (it only takes a few minutes).
2. If you're on a computer that has iTunes installed, look up "San Fran Waterfront" in the App Store. When you find it, locate the down arrow to the right of the price button. When you click the arrow, a small window appears with "Gift This App" as the first choice. (If the computer doesn't run iTunes, you can still find the app in the iTunes store by [going directly to it via the browser](#)).
3. When you select "Gift This App," the "Give a Gift" screen will appear and ask for more information. Select the delivery method of your choice, fill in the other requested information, and click "Continue."
4. When prompted, enter your iTunes password. An iTunes invoice appears. If the information is correct, click "Buy Gift" to complete the purchase.
5. A "Thank You!" screen will appear. You can select either "Done" or "Gift Again."

What could be easier?

If you want to gift SF Waterfront directly from your iDevice, first find it in the App Store as described in Step 2, above. Click on the app to get more details. In the upper right hand corner of the app details screen you'll see "Gift This App." Click on the link and follow the on-screen directions to gift your app.

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