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Maplace UK Sales May Predict The Referendum Results

Innovative new digital ownership start-up, Maplace.co record a surge in private sales of English streets, just as Scotland votes on its independence

Few elections have been as controversial as the Scottish referendum taking place tomorrow. With [97% of Scots registered to vote](#), it's aligned to be a life changing decision, whatever the outcome. First Minister of Scotland and champion of the Scottish independence movement, Alex Salmond, recently said that he would not be applying for another shot at referendum should this one fail to make the break from the UK - making it a once in a generation opportunity. However, if the vote is a Yes, many EU countries fear it will spark other devolution campaigns across the continent.

Online map ownership company, [Maplace.co](#) reported a significant rise in UK sales this week. Rose and Vadio Gitazy intended their pioneering social network-cum-monopoly business to essentially be an advertising space for businesses to gain exposure. However, recent sales indicate popularity among individuals wishing to digitally own a plot of land. Rose said, "One woman in Scotland bought 42 places in England last week. We wonder, could this mean she is showing some allegiance to the UK?"

Herself Czech in origin, Rose remembered the 'Velvet Revolution' when the former Czechoslovakian state peacefully resolved to separate in 1989. "I was quite young when it happened, but I have fond memories of visiting Slovakia when as a child. I have one square on Maplace.co there myself!" she explained.

Never motivated by money, the concept of Maplace.co is to allow individuals or businesses to own parts of the world, rather like the moon deeds popularised as Christmas presents. Commenting on this, Vadio said, "We have seen a rise in sales recently anyway; in the run up to Christmas." Maplace.co rectangle ownership makes a unique gift, and at just £1 the advertising is cheaper than any other. Rather like Monopoly, landmarks hold greater value and will be auctioned off to the highest bidder. "But it does seem strange that so many seemingly 'normal' streets have been going like hotcakes this week", he added.

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When asked to comment on the referendum, neither of the co-founders had a specific leaning, but Rose said, "For us, change leads innovation and this is what makes great things happen. We set up Maplace.co to connect people around the world and increases visibility online for new and existing businesses. We have used the strap line *rewrite the map*, but we never imagined it would be predicting the future of the UK!"

Whichever way the Scots choose to vote tomorrow, one thing's for sure: the borders on Maplace.co will stay the same.

To find out more about the concept or to buy your own Maplace.co, please visit <http://www.maplace.co/en/>

About the founders:

Rose and Vadio became disillusioned with the poor incomes offered to migrants in the UK and conceived of Maplace.co as a space to connect with others and create a unique online community. Having launched in April, they have been nominated for several start-up awards for 2015.

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