



## HUNGRY4HALAL APP

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### FOR IMMEDIATE RELEASE:

#### **SIMMER, Begins Creation of "Hungry4Halal" iPhone & Android App** Entrepreneurial Students Create Cultural Food Mobile Application

Queens, New York – June 11, 2016 – The Tech Incubator at Queens College (TIQC) is proud to launch SIMMER, a tech and food collaboration uniting students from multidisciplinary fields to create food and health related technologies. In Summer 2018, SIMMER began app development of Hungry4Halal, a mobile application connecting users with halal cuisine through recipes, restaurant mapping and engaging video content.

*Hungry4Halal* is designed to connect users with halal cuisine through fun, enriching and tasty content. This culturally based app is currently being created by students whom are underrepresented in the tech world, mainly young Muslim women along with a diverse and talented crew including veterans and tech mavens. Students are learning to build a functional app launching late July 2018. They are gaining a deeper understanding of programming language and familiarizing themselves with the many valuable features of code development and the integrated development environment (IDE). They are also gathering and creating all app content, marketing and launching the application—all in one entrepreneurial filled summer!

"I am pleased to be able to unite students from varied international gastronomic backgrounds with a talented tech team all wrapped in a culturally competent bow." says International Foods Professor and Creative Director of Tasty Bytes Magazine, Gina Keatley. "This app fills a need for the user as well as its creators. It's exciting to find new ways to encourage diverse foods in an optimistic, appetizing and tech friendly way."

This free app will launch in late summer 2018 on iOS and Android application platforms.

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