

PRESS RELEASE

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***Sometimes Weekly* Acquires MovieViral.com**

New York – *Sometimes Weekly*, an emerging multimedia publishing company, announced today the acquisition of MovieViral.com, an online legacy publication renowned for its groundbreaking coverage of viral marketing campaigns for films.

MovieViral was founded in 2009 by Nick Butler and Dan Koelsch, quickly becoming the internet’s most trusted source for film-and-marketing-related news. For its expert coverage of viral marketing campaigns, *MovieViral* was consulted by industry experts and cited in major international publications including *The L.A. Times* and *The Guardian*.

From its founding in 2009 through 2015, MovieViral.com garnered a dedicated following among movie enthusiasts and professionals by showcasing the immersive intersection between movies and marketing. In 2015, *MovieViral* was sold to private British investors who owned and operated the site for eight years. The reacquisition of *MovieViral* was negotiated and executed by Nick Butler, who founded *Sometimes Weekly* in 2015.

“Words can’t express how happy I am to have MovieViral.com back,” said Butler, who announced he will return to his role as Editor-in-Chief. “I’ve always loved *MovieViral* and cannot thank the previous caretakers for maintaining the site and advancing its legacy. *MovieViral* has a storied history from a bygone era of the internet when small independent publications could thrive, were respected, and valued by fans and industry professionals alike. I think we’re heading back in that direction.”

“Stay tuned,” said Butler. “It’s going to be a fun ride.”

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CONTACT INFORMATION:

Nick Butler

Sometimes Weekly

nick@sometimesweekly.com