DailyFeats COO Morley Ivers to Speak at Stanford’s Mobile Health 2011

Morley Ivers, Rewards and Loyalty Industry Expert, to Discuss Commercial Partnerships’ Potential to Create Positive Change at Mobile Health 2011 at Stanford University on May 4, 2011

New York, NY (PRWEB) April 22, 2011 -- DailyFeats, where people do good things every day to reach their lifelong goals, announced today that Morley Ivers will speak at Mobile Health 2011 on May 4th, addressing a panel about "What Really Works in Mobile Health Collaboration."

Ivers will outline DailyFeats' efforts in building collaborative partnerships that create positive change for society, using his experience at DailyFeats and his significant background in the loyalty and rewards industry as case studies, to an audience committed to the goal of improving health behavior through mobile technology. Ivers will also participate in a discussion with other industry leaders from Verizon, MedicMobile and myZeo.

Formerly Chief Rewards Officer at the venture-backed company RecycleBank, where his team’s work in encouraging positive environmental actions earned Colloquy's 2010 Loyalty Marketing Innovation Award, Morley Ivers is an expert in encouraging consumer behavior through points and incentives, and building value for brands in the process. At DailyFeats, he is focused on building a positive action platform, connecting brands and consumers in the pursuit of actions that help strengthen their bodies, minds, homes, and communities.

"What Morley will discuss at Stanford is essential to our business practice and, I believe, to the future of socially responsible business," said Veer Gidwaney, CEO of DailyFeats. "Commercial brands and nonprofit organizations have enormous potential to make a difference for our society's health and well-being, by connecting their energy and resources to the real-life actions of ordinary people."

Influenced by the research of BJ Fogg, founder of the Mobile Health conference and of the Stanford Persuasive Technology Lab, DailyFeats -- www.dailyfeats.com -- is an online and mobile platform for positive action. Its purpose is to help you do good things, guiding you in doing small but significant actions -- or "feats" -- that reflect your values and contribute to your life's goals.

With help from commercial and nonprofit partners, who support feats that match their own values, DailyFeats believes that together we can create the change our society needs, starting from the smallest actions and working upwards.

About DailyFeats
DailyFeats (http://www.dailyfeats.com) helps you do good things. It'll guide you in doing small but significant actions -- or "feats" -- that reflect your values and contribute to your life's goals. Along the way, you'll earn points, meet a helpful community, and save money on real-life expenses, motivating you to go do good -- every day. There are over 129,000 local rewards and savings available today, as DailyFeats approaches the announcement of its national coalition of brands in 2011.

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