

bytestories 

**Press Release 2013**

# Press Release

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## The tragedy of the untold story

It was after seeing an amazing man leave the earth and take all of his untold stories with him, the concept for bytestories came to life.

Ambitious as it sounds, this site aims to take storytelling to the masses through simplicity at its best.

Based on the premise that **'everyone has a story to tell'**, bytestories initially went live in September 2012 and has since become an ideal platform for everyday people to share their wealth of entertaining stories. In addition, it is also being used as a promotional vehicle for high profile comedians, authors and musicians who are using it to entertain their masses.

bytestories founders Luke Simmons, Brendan McKenzie and Pieter Malherbe encourages everyone to get on the bandwagon and share their favourite tales.

"Our inspiration for creating this site came from my Uncle Arthur who lived an amazing life which included surviving the London bombings in WWII and being as a real, old-school adventurer.

He died at the age of 92 years old and left without any recorded traces of his wonderful experiences." said Luke.

It is our hope that people will use bytestories, not only to share their stories with friends and family, but also to ensure their memories are recorded and do not slip away and forgotten.

The team challenges, "Is there another site which allows you to start writing and set up a neat profile in the same amount of time as it takes with bytestories?"

Since September 2012, bytestories has been adapted to meet the needs of the users and unveiled a mobile interface allowing people to share and write stories from anywhere.

To celebrate our 6 months (March 2013), we released a **free eBook** that has been downloaded all over the world.

# Press Pack

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Amongst all of the fantastic stories that have been published, we have compiled a collection of the site's favourite yarns to date. Please enjoy them below and the frequently asked questions in the media kit.

We invite one and all to start sharing their stories today.

If you would like to request an interview, or further information please do not hesitate to contact us. If you would like to request an interview, or further information please do not hesitate to contact us.

## **Media enquires:**

**Contact:** Luke Simmons (Director)

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**Skype:** [luke.bytestories.com](https://www.skype.com/people/luke.bytestories.com)

## **Site details:**

**Website:** [bytestories.com](http://bytestories.com)

**Facebook:** [facebook.com/bytestories](https://www.facebook.com/bytestories)

**Twitter:** [twitter.com/bytestories](https://twitter.com/bytestories)

# Press Pack

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## **FAQ:**

### ***What is bytestories?***

A site dedicated to short stories based on real-life events. Once users decide to publish their stories on the site, they're able to share them via social media for the world to see. For those simply browsing on the site, they can view the featured stories, run key word searches and glance over the most popular stories.

### ***Is there a cost to use it?***

No, there is no cost to use the site. The site is 100% free.

### ***Aimed audience***

All people who have a story to tell and an Internet connection.

### ***Why is there a character limit on the stories?***

There is a 1500 character (about 200-250 words) limit in place for two main reasons. We want writers to know that "War and Peace" is not required to leave their mark. As they say, time is money so we also want readers to gain their insight in a timely fashion.

### ***What happens to the IP when someone posts a story?***

The IP is 100% retained by the author.

### ***Who built bytestories?***

This site has been built in .NET by Brendan McKenzie (Web developer), Luke Simmons (Publishing), and Pieter Malherbe (Web designer). The concept was conceived in late 2010 and brought to life in St Kilda, Australia. Brendan and Luke are Australian nationals and Pieter is British. All responsible parties have a deep appreciation for travelling, meeting new people and sharing stories.

### ***What does the future look like for bytestories?***

Version 2.0 of the site was made live in January 2013 which included the site makeover and mobile interface. By the first half of 2013, there are plans to add in the ability for users to upload accompanying photos to their stories as well as an interactive map allowing users to search by location. Also, the site is in the process of being translated into a number of soon-to-be-revealed languages. The team will remain committed to adapting the site based on the feedback provided by site users.

# Sample Stories

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## ***Siblings Stick Together. Sometimes.* By Andy Thompson**

I did a fair bit of travelling with my sister and my parents when I was young. Some would say this kind of experience would be enlightening to a child but the reality was I spent all that time in the car fighting a vicious and prolonged battle against my older sister. She is 2.5 years older than me and by the time she'd reached the age of 14, I had simply ceased to exist. I was a gnat that required slapping from time to time. I would take the abuse with a minimum of whining but every so often I would lash out like a cornered baboon. One such event occurred when parents rented a small hatchback car and, perhaps in the interest of science and/or entertainment, had confined my sister and me to the rear seat. One thing led to another and before too long, a protuberant leg started poking me in the ribs. My sister was staring straight ahead out the window but was doing her best to dislodge one of my kidneys. The red mist descended and in a fit of rage I swivelled in the seat, arched my back and then exploded with my legs. To say I kicked the shit out of my sister is an understatement. I belted her so hard that she flew across the seat, hit the door, which then opened, and started falling out of the car which was travelling at about 75km/h at the time. I lunged across and pulled her back in to the chorus of screams from my parents.

"What the hell just bloody well happened?"

My sister looked me in the eye. "The back door just opened, Dad. This car is a piece of crap."

## ***Embarrassing encounter with the floor polishing machine.* By Brad Oakes**

As I had a job when I was about 19 where I used to polish the floors in the old Queen Victoria Hospital.

One night my polishing machine was on the blink and took off down the corridor without me. I chased it and grabbed the handles only to have the thing buck then flip me over the handles onto my back.

Then the machine came at me between my spread legs and the half metre diameter brush head was agitating between my legs like a rabbit on Viagra.

Just then about a dozen female student nurses walked out of the cafeteria and saw me getting polished on the floor and nearly fell over laughing at the sight.

I have had mixed feelings about nurses ever since then.

# Sample Stories

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## ***Do Not Say This in Japan. By Michael Connell***

I'd just arrived in Japan and was meeting my host family for the first time. After I'd introduced myself, and they'd introduced themselves, we fell into an awkward silence.

It seemed my Japanese was as bad as their English, and we were struggling to find something to say.

Suddenly their dog ran into the room. It was a Shiba Inu. These are small Japanese dogs that are pretty common over there but I'd never seen one before.

"Oh, wow! What kind of dog is that?" I asked, leaping at the chance to make some small talk.

My host mother looked confused and said "Wakarimasen" (Japanese for "I don't understand"). It seemed they didn't know the word kind".

Luckily they had an English to Japanese dictionary and looked it up. Unfortunately it was a concise edition and only had one definition; kind in the sense of kindness.

"Hmmm no..." I said, "What type of dog?"

Again the concise dictionary failed us, giving only type as in typing and my host family started miming keyboards.

Trying again I pointed at the dog and said, "Um...breed?"

They looked it up in the dictionary.

Suddenly they looked shocked.

"With the dog?!"