



Network, Then Chat at PUB ; Site Sets Up Face-to-Face Interaction

By DONNA GOODISON

CollegeTonight.com is attempting to take social networking to the next level by fostering face-to-face rather than online relationships among college students.

With a motto of "Get On, Get Up, Get Out," the founders of the new Web site are encouraging the students to get out from behind their computers and socialize off-line together - after planning their nightlife activities using CollegeTonight.com, of course.

CollegeTonight officially launched last Thursday with a party at the Kells in Allston.

The company has set up a free online network for each college, where students can plan events and research what's happening on campus and at nearby bars, clubs and restaurants.

"Our goal is to promote social interactivity," said Zachary Suchin, 23, president and CEO of Los Angeles-based College Tonight Inc.

"Social networking in 2007 doesn't have to be something where you sit behind your computer and look at profile updates or pictures or posts."

Members, who must have .edu e-mail addresses, can set up their own "entourage" of CollegeTonight friends with whom they regularly socialize and poll them about what they're doing on a particular night.

The site will roll out mobile technology features in the next several weeks.

With a press of a cell phone button, for example, members will be able to alert their entire fraternity about what destination is on tap next during a night of bar hopping.

Campus representatives will upload event information to the site, and businesses can upload and update their own listings for \$50 a month.

Suchin hopes they'll see value in being able to circumvent mass mailing lists and college promoters to reach students.

CollegeTonight is conducting a 22-week "Disorientation Tour" with 52 events targeting 116 college campuses to introduce students to the site.

Suchin is just two years out of Emory University in Atlanta himself, while his partner, executive vice president and chief technology officer Jason Schutzbank, is a 20-year-old junior there.

Originally published by By DONNA GOODISON.

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