

Glimmer—the world’s first social network dedicated to sustainability is launched

GlimmerFriday, May 27th, 2022



Glimmer, the world’s first social network dedicated to Sustainability, is launched, offering a glimmer of hope.



May 27, 2022 - Glimmer, the first social network to focus on sustainability, has just been released on Apple and Android app stores. Glimmer is an exciting new platform where like-minded communities can connect and share useful content, inspiring each other towards social and environmental well-being.

"I've been motivated to build an app to encourage us all to be kinder to the planet and to each other," says founder and CEO Nancy Lutchman.

Glimmer’s emphasis on inclusivity, respect and positivity addresses many concerns in the current media space where privacy, security and toxicity are major issues for users. Glimmer rewrites the social networking playbook, placing a high value on safeguarding users’ personal information and well-being.

"Built around privacy by design, Glimmer’s core purpose is to provide a platform where individuals, businesses, and organisations can join together to care for the well-being of each other and our planet," Lutchman says. "We will never sell our Well-wishers’ (users’) data to a third party."

Glimmer World is a female-led Australian-owned digital initiative. The business model is purpose-driven, with digital well-being and sustainability embedded in the business’s DNA. Glimmer’s sustainability ethos aligns with the United Nations 17 Sustainable Development Goals (SDGs).

Features of the app include the ability to connect via chat, audio, and video

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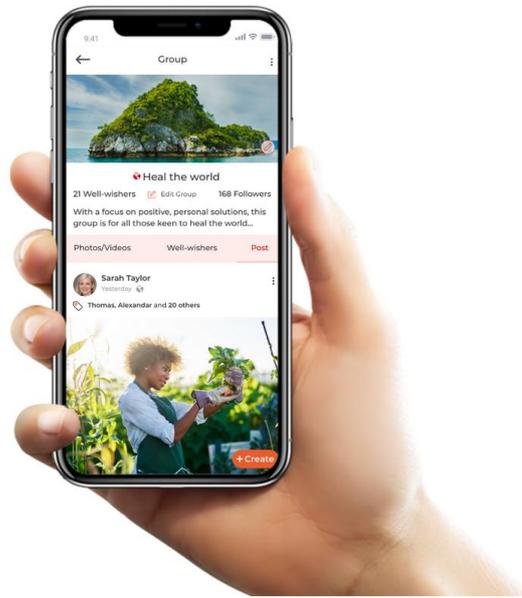
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and environmental media publications companies have a fantastic opportunity to highlight their sustainability news and information on the Glimmer platform.



The app is free for all Well-wishers (users), businesses and organisations, news media, and media publications. There are also free and paid subscription-based options for businesses to promote their sustainability-related programs.

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Note to editors: For more information, news and perspectives from Glimmer, please visit <https://blog.glimmerworld.com/>

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