



The Internet Antiques Centre

CollectFair

64 Edward Street Flats

Sheffield S3 7GG

web: [www.collectfair.co.uk](http://www.collectfair.co.uk)

email: [enquiries@collectfair.co.uk](mailto:enquiries@collectfair.co.uk)

## PRESS RELEASE

**Release date:** 10th June 2010

**Contact:** David Fletcher

# Antiques & collectables for the Facebook generation

**CollectFair is helping people on Facebook and Twitter find and share Antiques & Collectables**

The Internet Antiques Centre CollectFair has added buttons to all its sales pages enabling browsers to post pictures and text from the site directly to pages on Facebook, Twitter and many other 'social networking' websites.

Many people like to keep up with their friends using these services, and a vital element is sharing pictures of things you've just bought, or exciting information you've just read. Browsers can now do this with just one click, telling their friends what they are looking at, or sharing information about rare and precious items.

David Fletcher, manager of the CollectFair site commented "people are much more likely to share pictures and collectables information with their friends if they just need to click a button, rather than writing an email. This is why sites such as Facebook are so popular, and we wanted to help our buyers and sellers at CollectFair to get involved".

Data published in June 2010 shows that more than half of Facebook users in the UK are over 25 years old, with around a fifth over 45, so its users will include people with a range of antiques and collectables interests. The buttons are completely secure and don't transfer any private information, so if you're a member of Facebook, Twitter, or one of the other similar services, you can try the buttons out now!

- ENDS -

Notes to Editors

CollectFair began in late 2002 when its founder David Fletcher spotted a way to combine his interest in antiques and collectables with his knowledge of computing and the internet. In 2004 the CollectFair website was launched, providing a way for people to create their own on-line "stall" to buy and sell antiques and collectables. Users can display their stock lists and current eBay auction items, and in 2008 translation and currency conversion options were added to support international trading. In 2009 the facility to create large websites listing thousands of items for sale was developed.

From the start CollectFair has aimed to bring the feel of an antiques fair or centre to the internet, and to be much more than a simple auction site. Since its launch user suggestions and feedback have helped build the current Internet Antiques Centre. CollectFair can be found at [www.collectfair.co.uk](http://www.collectfair.co.uk).

Data on Facebook usage published by [insidefacebook.com](http://insidefacebook.com).



*Share your latest sales and collectables finds with Facebook and Twitter buttons*