



Live Sober. Love Sober.



**IN THE MEDIA**  
NEWS, PODCASTS & PRINTS



**We've Reached More Than  
500 Million  
With Our Message**

**Sober Isn't Boring.**



MARKETS

## ‘Sober App’ High On Fighting Addiction

Like many addicts, MJ Gottlieb, a former alcohol and cocaine abuser, remembers the exact day he became sober: March 21, 2012.



Over the shoulder view of a young woman choosing food from the menu on mobile app while lying on the ... [+] GETTY

Now, the co-founder and CEO of LOOSID is giving away his “sober app” for free ahead of his company’s first institutional capital raise.

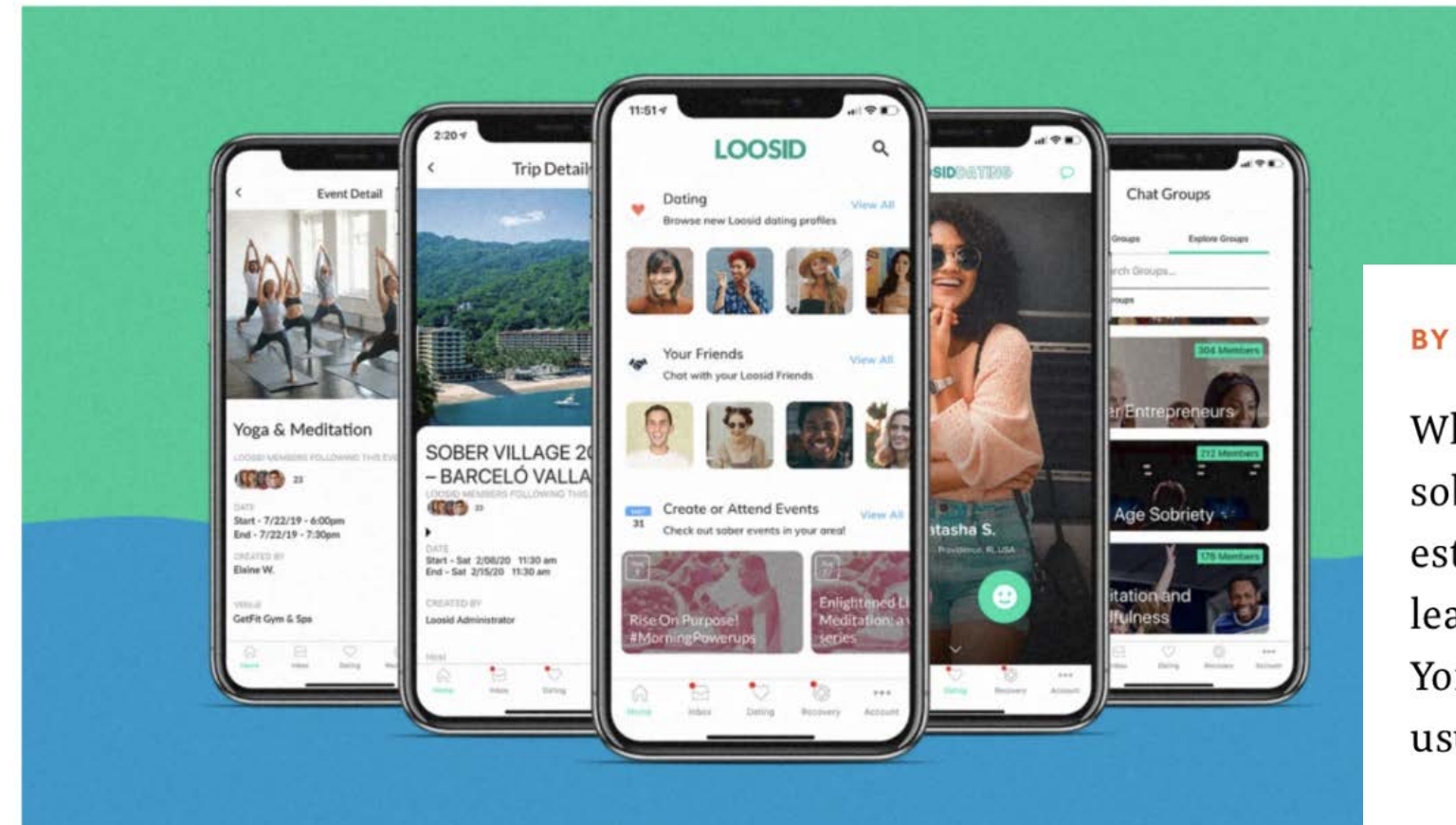
Gottlieb’s app, created in 2017, makes it easy to find new friends, date, go to fun events and

destinations, and get support from groups in one’s community that promote sober living. LOOSID includes a full suite of recovery tools for people to connect and get help at a moment’s notice without leaving their homes, a plus during the pandemic.

09-28-19 | EXPERIENCE ECONOMY

## Sober curious? There’s an app—in fact, a whole community—for that

Loosid is a digital sober community that makes dating, travel, and socializing easier for those who refrain from alcohol. And it’s not just for those in recovery: health enthusiasts are quickly joining.

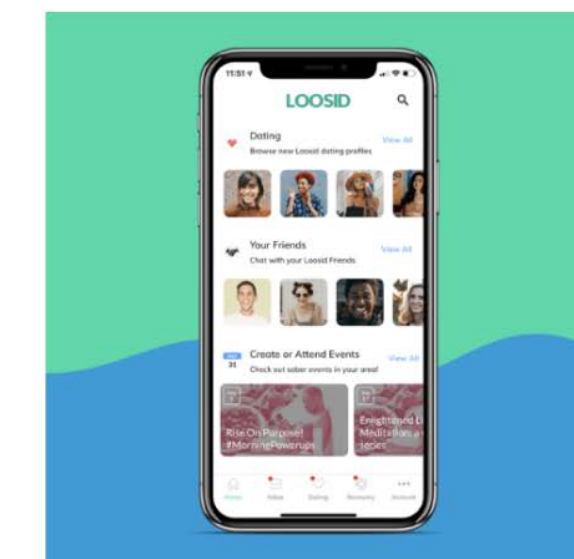


**Fast Company**  
10.9 Million UVPM

BY RINA RAPHAEL 5 MINUTE READ

When serial entrepreneur MJ Gottlieb, 48, was trying to get sober years ago, he completely avoided drinking establishments. That proved no easy feat when there were at least 14 bars in a two-block radius around his home in New York City and so many friends and colleagues relied on the usual social outings.

“There was like nothing else people would come [up with] than ‘let’s grab a drink’ or ‘let’s tailgate,’” says Gottlieb. “Everything seemed to be centered around alcohol.”



[Image: Loosid]

At the time, Gottlieb ran a strategic consulting firm which specialized in small brands. To unwind, he inevitably wound up in one of two places: coffee shops and diners. Those became his entire social scene. But it got old, quick.

“I said to myself: Is this all there is?” recalls Gottlieb.

**Forbes**  
27 Million UVPM



## The New York Times

### Finding Love Without Alcohol

Going out for drinks has become a dating norm, but what if you're sober?

Give this article



88



[Loosid app](#), a sober social network

that started in 2018, offers boozeless guides, chat groups and a sober dating platform.

A few months after connecting on Loosid, Margaret Cromwell, 34, a registered dietitian, and Arthur Amstead, 31, a financial sales consultant, made their relationship Facebook official in May 2019.

Ms. Cromwell and Mr. Amstead, who live together in Wayland, Mass., are both in recovery.

Before getting sober in October 2017, Ms. Cromwell described dating as unstable. She didn't trust men. "There were much more highs and lows," she said.

Mr. Amstead, who gave up alcohol in February 2018, was also displeased with his love life. "When it came to dating, it was more about drinking," he said. "It just wasn't fun anymore."

Now, without booze, Mr. Amstead is focused on building his relationship. "The communication is 100 times better," he said. "We might have little arguments, but we talk through it and figure out what the problem is for both of us and work upon that to create a better life."



## THE WALL STREET JOURNAL.

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GEAR & GADGETS

### Looking for Love Post-Lockdown? Niche Dating Apps Are the Next Big Thing

Designed to pair up pet owners, runners, vegetarians, gamers and even astrology zealots, super-specific dating apps are helping singles find common ground quickly now that we're no longer confined



Loosid co-founder MJ Gottlieb.

PHOTO: GETTY IMAGES (POLAROID)

seen a roughly 3,500% increase in messages among its 120,000 users. The platform has five different sections including a Tinder-like dating portion where you can accept or reject a potential match by hitting an X or a check; a Facebook-like wall where people post milestones about their sobriety and lives; and a “sober hotline” where users “can very clearly see if somebody needs help and can respond right away,” Mr. Gottlieb said. Loosid also offers resources like a directory of over 17,500 addiction treatment centers and tele-help centers, plus a social calendar of booze-free events happening across the country and online.

#### For the Substance-Free

After six years of sobriety, MJ Gottlieb knew he needed to find a better way to date. “Nine out of 10 times the woman would say, ‘Oh, my God, You don’t drink? How are we going to have any fun?’” he said of prospective partners, explaining that “it is a huge trigger when the person on the other end of the table is slinging drinks.”

In 2018, Mr. Gottlieb co-founded Loosid, a free dating and friendship app for those committed to sobriety. “When you’re dealing with alcoholism or addiction, it is a life or death situation and we wanted to create a safe place for people to connect and engage in the dating space,” he said. Post-lockdown, the free app has



SOCIAL MEDIA

# Social Media App Loosid Sees An Uptick In Sober Dating Numbers

In the Covid-19 era when reports suggest more Americans subjected to lockdowns are struggling with excessive alcohol consumption, one social media app is welcoming users looking to date in a world of sobriety.

The online dating platform [Loosid](#) is a free, “sober” social media networking app. Its functions are dedicated to help users find and match with members who have similar interests — while embracing a lifestyle free of alcohol and illegal drugs.

While [Loosid](#) users can seek tea totaler love, the app also encourages friendship connections and online groups highlighting different interests and causes — including pages for booze-free restaurant guides for spots offering mocktails or even resources for those who fear they may have a drinking problem. The service’s statements now list the number of interactions on the app in the hundreds of thousands.

PROMOTED



Users of the social media app Loosid choose sober dating options during the time of Covid-19. NURPHOTO VIA GETTY IMAGES

While [Loosid](#) users can seek tea totaler love, the app also encourages friendship connections and online groups highlighting different interests and causes — including pages for booze-free restaurant guides for spots offering mocktails or even resources for those who fear they may have a drinking problem. The service’s statements now list the number of interactions on the app in the hundreds of thousands.



# The 10 most innovative social media companies of 2020

Cameo, Community, Loosid, and Revel join Pinterest and MeWe as the social sphere heats up again.



## Social Media

Fast Company

10.9 Million UVPM

### 5. LOOSID

*For connecting sober people with each other*

Founded in 2018, Loosid is a digital sober community that makes dating, travel, and socializing easier for those who refrain from alcohol. When nonalcoholic beverages are worth \$7 billion more than just four years ago, and zero- or low-alcohol beer is the fifth-fastest growing beer type, Loosid is tapping into the occasions around these trends. In early 2020, the company launched Boozeless Guides, inside looks at local restaurants and bars across the United States that offer alcohol-free drink options.



# The New York Times

## ‘Vodka in Your Coffee Cup’: When Pandemic Drinking Goes Too Far

Some women are seeking to regain control over their alcohol habits after months of laissez-faire consumption.

[Loosid](#), a sober social and dating network, saw more than a 3,000 percent increase in messages and posts this year, rising from about 500 in February to over 16,000 in November. Its hotline has been just as active. In February, the hotline received 84 messages. Last month, it received 3,205.

Popsugar › Love › Happy Hour › This Sober Dating App Lets You Do More Than Just Grab Drinks

## Sick of Bar Dates? This Sober Dating App Is Changing the Game

Luckily for me and many others who are feeling a little sick of bar dates, there's a [new app](#) hoping to change the dating game. [Loosid](#), a sober dating app that launched in November 2018, is hoping to help people living sober find love. When speaking to PR Newswire, [MJ Gottlieb, Ccfounder and CEO of Loosid](#), said: "As someone who has been sober since 2012, I know firsthand how daunting and overwhelming staying sober can be when drugs and alcohol was all you knew. When I first entered sobriety, I thought that was the end of fun, so I invariably went back to using drugs and alcohol. Loosid was created to show the millions of people in recovery or seeking a sober life that not only is it not the end of fun, it is just beginning."

Loosid is not just a dating app — it also aims to provide a community for people [choosing to be sober](#) due to health and wellness reasons, as well as people recovering from addiction. In fact, you don't have to use the dating function of the app at all if you don't want to. When you set up your profile, the app asks you what you're hoping to find while using Loosid. Are you someone recovering from addiction who hopes to meet like-minded people? Someone curious about sobriety who wants to learn more? Or someone sober due to other reasons and wants to join a sober community? If you fit into one of these categories, you're in the right place. Loosid also offers various hotlines for support, several chat groups to meet people with similar experiences, and many "boozeless guides" to help you during your sobriety journey. And of course, there's a dating profile you can set up (which is just like any other dating profile) — but the app gives you the option to skip that step altogether if love is not what you're looking for.





COMMUNITY

# MJ Gottlieb: “Addiction is a disease”

*Addiction is a disease. Just like diabetes or cancer. You can't wish it away. You need to get treated in order to get better. It's not your fault that you are addicted. You are genetically predisposed to a condition that only a spiritual program of rigorous honesty and action can resolve. You are not alone. You [...]*



*I had the pleasure of interviewing MJ Gottlieb the Co-Founder & CEO of Loosid, a groundbreaking new app that makes it easy to find new friends, dating, fun sober events and destinations, and groups in your community that promote sober living. MJ has been sober since March 2012, but began his first attempt at sobriety in the late 1990's. He invariably found his way back into addiction for one main reason... to him, sobriety simply wasn't fun.*

*In 2017, MJ began developing the Loosid app to offer millions of people in the sober community access to fun experiences and a place to connect and find support. He also wanted to create a full suite of recovery tools for people to connect and get help at a moment's notice. He knew the stigma so many have reaching out to people and knew that the best way to provide that connection was through the one thing that people are never without—their phones!*

*In addition to starting Loosid, MJ also owned and operated six businesses over the last 23 years. Clients have included: Fubu, Phat Farm, Samsung America and lists of others in the sports, clothing, media and entertainment industries. He is also the author of How to Ruin a Business Without Really Trying, a book written for the aspiring entrepreneurs of our next generation on the most important things NOT to do when starting and running a business for the first time. The foreword to the book was written by Shark Tank's, Daymond John.*



23.9 Million UVPM



**LOWERING THE BAR**  
INSIDE NEW "SOBER CURIOUS" TREND

 NBC NEWS





## CheddarTV

“[It’s] not just for people in recovery. I think a lot of people don’t understand that there are upwards of seventy to eighty million people who are practicing sober lifestyles and who happen not to be in recovery.”



## Good Day D.C.

FOX News

“Being single and looking can be tough enough — it can be even more difficult when alcohol is taken out of the picture. In a world where happy hours and dancing revolve around alcohol, meeting like-minded people can be a challenge for people who are in recovery, or don’t want to drink.”





## Fox5 News NY

"You all have this same common bond. That's something that's so important... The sober space and the wellness space are so interconnected."



## News21 New Jersey

"For many Americans, dating and socializing are synonymous with consuming alcohol. For those in alcohol abuse recovery or simplify those who choose not to drink, it can be difficult to have an active social life. 'In order to have fun, they don't have to have a drink in their hand,' says the app's co-founder and CEO MJ Gottlieb. Loosid provides its users with dating and nightlife options as well as travel and wellness events for those who wish to remain sober."

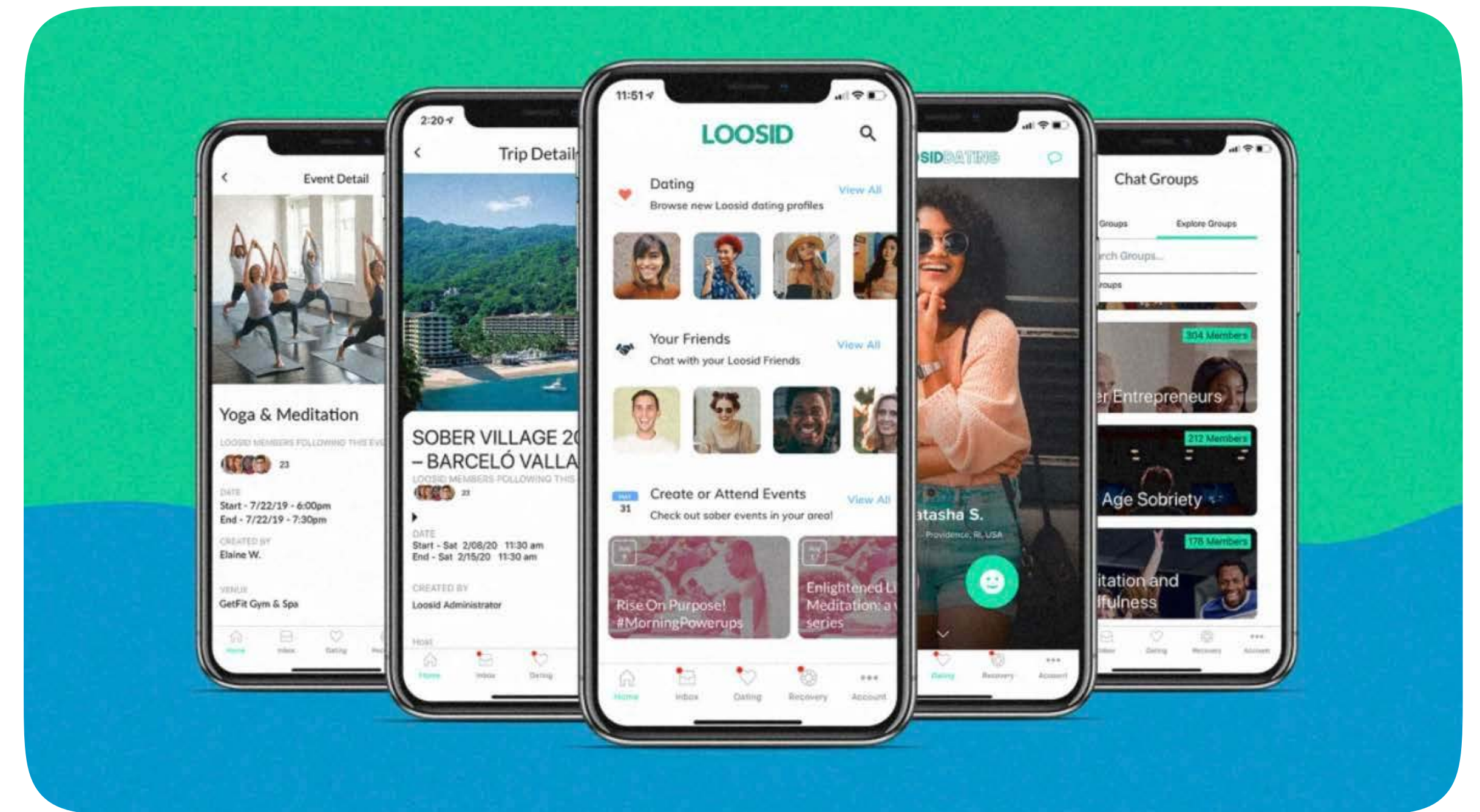




# Fast Company

11.8 Million UVPM

“Loosid is not meant to silo off the sober, but rather to give them the freedom and comfort to easily abide by a lifestyle that often still feels taboo. This is especially true with dating, stresses Gottlieb, who says many members get negative reactions when they suggest anything but grabbing drinks for a first date.”

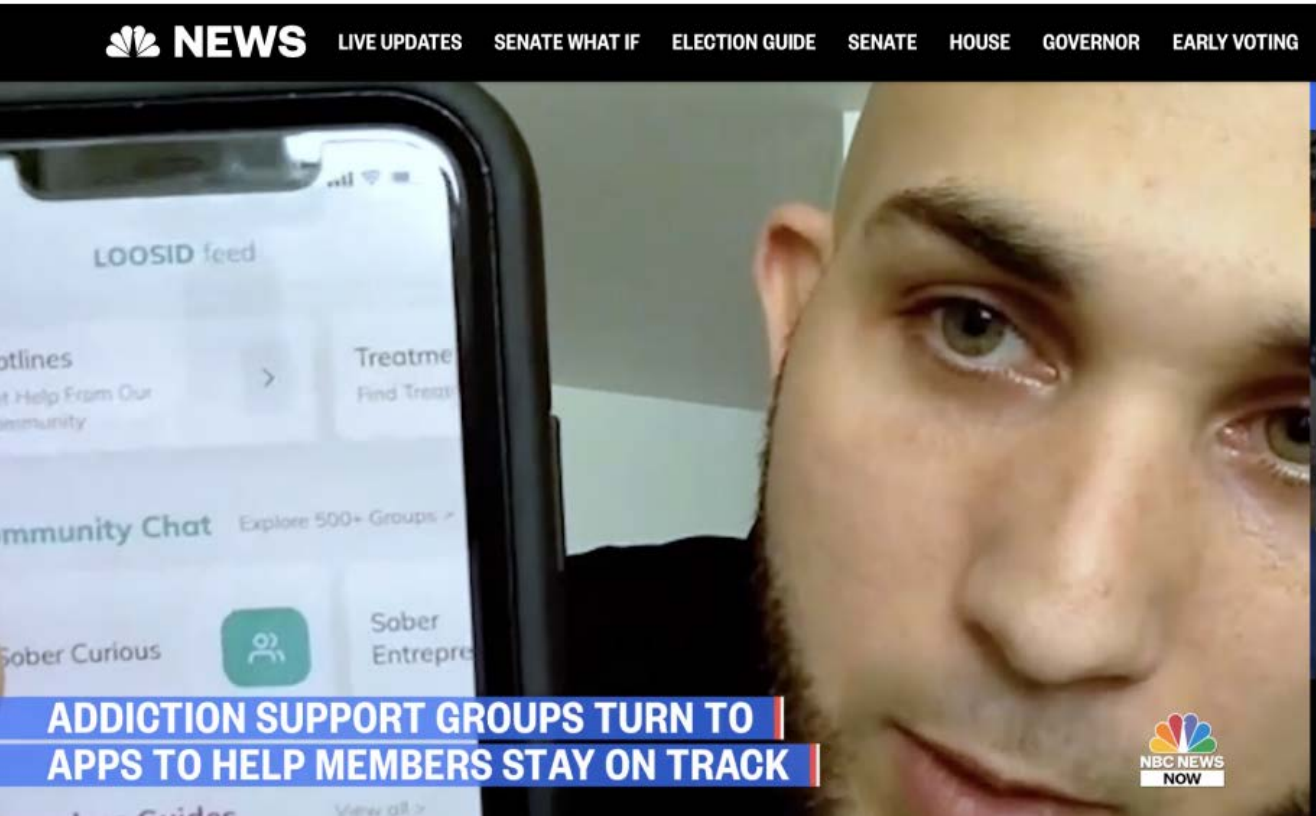
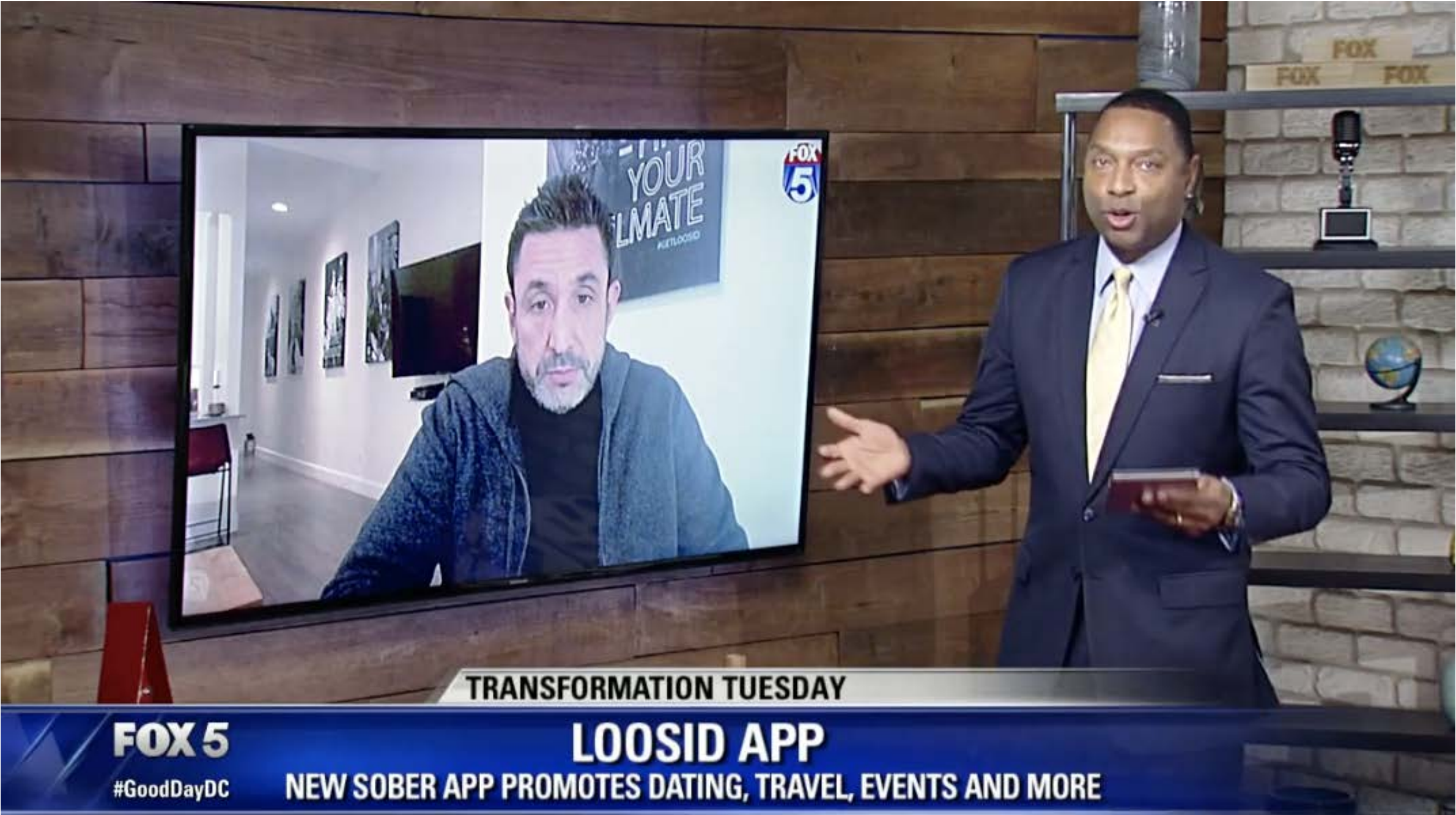


# Reuters

49 Million UVPM

“I have had countless friends that have apps, the other apps and then they've unfortunately relapsed for those who are in recovery because of that that social pressure and so they needed that social lubricant so being able to date in a really safe container is very, very important.”









## AM New York

460k+ UVPM

“Sober Groups Help Recovering Addicts Meet Up To ‘Have A Blast In Sobriety’”

“There’s a saying, ‘Those amongst us, no explanation necessary; those not amongst us, no explanation is possible.’”

““I don’t believe in competition — anyone who is contributing to the sober lifestyle, we just welcome with open arms as long as their intentions are genuine,” Gottlieb said. “We want to show that you can have a blast without having to get blasted.”



**am**NEWYORK

 **LOOSID**





## Health Magazine

1.5 Million Circulation

“Socialize in New Ways” (April 2019)

“... a new app, Loosid, can help you find sober events as well as groups in your community that promote sober living.”

## Cosmopolitan

9.4 Million UVPM

“Five Sober Apps For People Who Don’t Want To Drink”

Dating is hard, and finding your potential suitor via a dating app is sometimes even harder... not to mention when you’re sober. In fact, 73 percent of daters who are regular boozers prefer going out for drinks on a first date—46 percent because it's easy and less formal, and 27 percent because it's a good way to let your guard down and have a conversation according to Zoosk.

**COSMOPOLITAN**



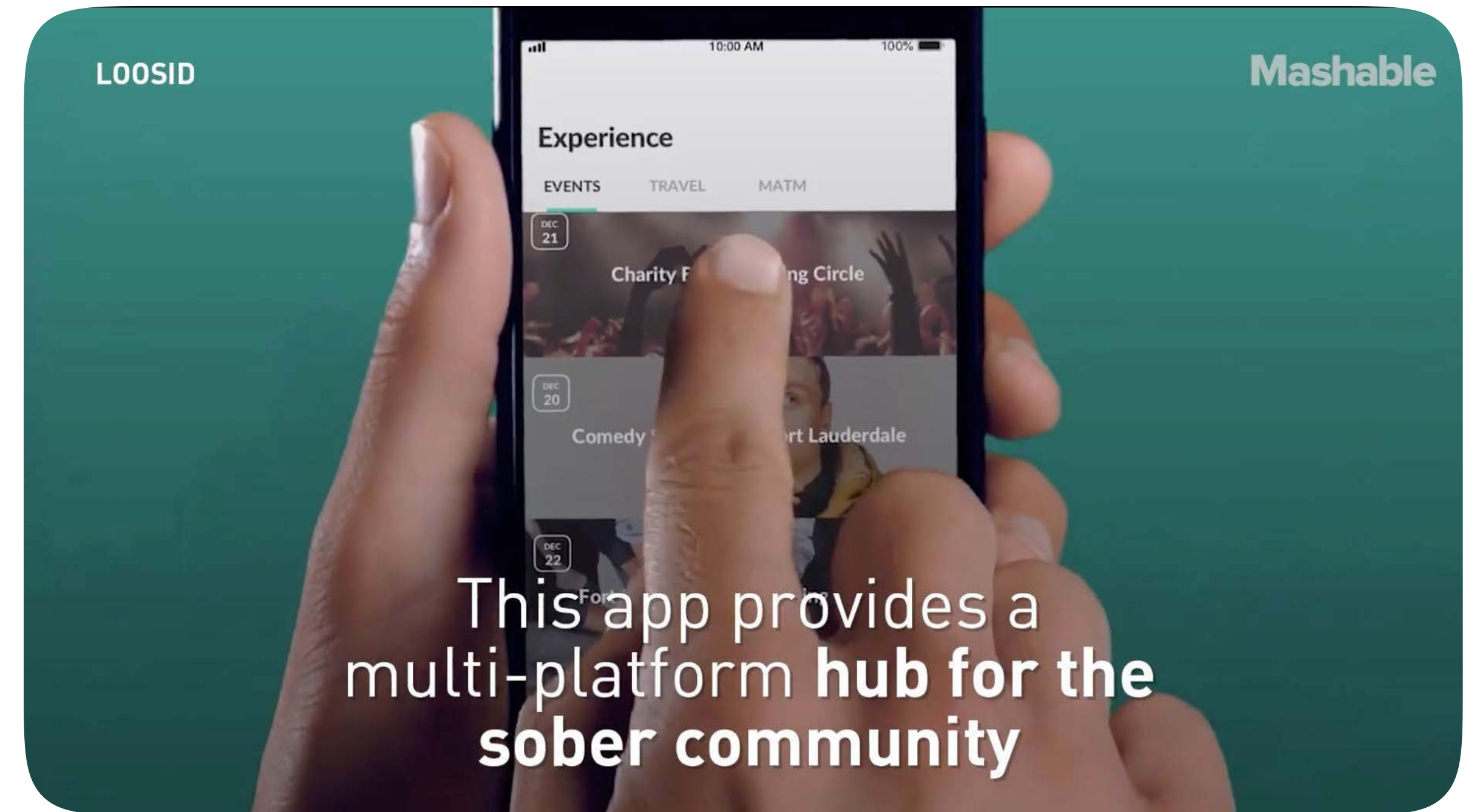


# Mashable

37 Million UVP

“Loosid is an app that offers a multitude of resources for the sober community to get social, without the pressure or anxiety to drink or be around around drinking.”

Mashable



# BoldTV

300k+ UVP

“I wanted to create a platform that shows that you can have amazing experiences in sobriety... it was so important to build a community with events and all these amazing experiences that just don’t involve drinking or using substances.”



BOLD

LOOSID



# WTOP

7.2 Million UVPM

## “Sober Dating App Offers Alternative in Alcohol-Fueled Singles World”

Being single and looking can be tough enough — it can be even more difficult when alcohol is taken out of the picture. In a world where happy hours and dancing revolve around alcohol, meeting like-minded people can be a challenge for people who are in recovery, or don’t want to drink. With the tag line “Live Sober. Love Sober,” the Loosid app calls itself a “digital sober community,” that lets people meet other nondrinkers.

**wtop**



## askmen BECOME A BETTER MAN

1.3 Million UVPM

## “Sober App Makes Alcohol-Free Dating Much Easier”

It’s pretty much a dating default to “grab drinks” after work, to the point where some of my friends have designated “Bumble Bars.” That go-to can breed awkwardness if you struggle with addiction or just don’t mess with booze anymore. Enter Loosid, a supportive app that connects you with not only connects you with other sober-minded singles, but thoughtfully tunes you in to alcohol-free events in the area.

askmen<sup>+</sup>  
BECOME A BETTER MAN

 **LOOSID**





## Elite Daily

26.7 Million UVPM

### “5 Tips For Dating When You Don’t Drink, Because It Seems As If Everyone Suggests Meeting At Bars”

Thankfully, dating as a non-drinker doesn’t have to be boring at all. And just because your partner chooses not to drink doesn’t mean you can’t enjoy alcohol when they’re around. “The fact that I don’t drink has nothing to do with the fact that you do,” says MJ Gottlieb, creator and CEO of Loosid, a dating app and social platform for the sober community.



## Time.com

44 Million UVPM

### “Why Alcohol Companies Are Betting on Non-Alcoholic Booze”

Social campaigns are helping the trend snowball... Loosid, an app aiming to be the “sober Facebook” — i.e., a booze-free dating, events and networking platform — has attracted almost 20,000 members since it started accepting users in late February.



# TheThings.com

977k+ UVPM

## “Sober Dating App Lets People Make Alcohol-Free Love Connections”

The main goal of Loosid lies in its tagline: “Live sober. Love sober.” It’s a lot simpler to love sober when you’re doing yoga on the beach, going for a coordinated group hike, or attending an alcohol-free comedy show. On top of that, already having something in common will hopefully help people avoid the inevitable horrible dates most of us have to suffer through.



## Paper Magazine online

1.5 Million UVPM

## “Loosid Helps Sober People in an Alcohol-Obsessed Dating Scene”

It's no secret that drinking is a big component of contemporary dating — after all, “drinks” tend to be the de-facto activity a Tinder date will propose for your first meet-up. However, what happens when you're in recovery or sober for another reason? How do you date in a world where everyone seems to be drinking without feeling awkward or like you have to explain yourself (which you, obviously, don't)? Well, that's where a new app called Loosid comes in.





dot complicated by Randi Zuckerberg

35 Million UVPM

SiriusXM

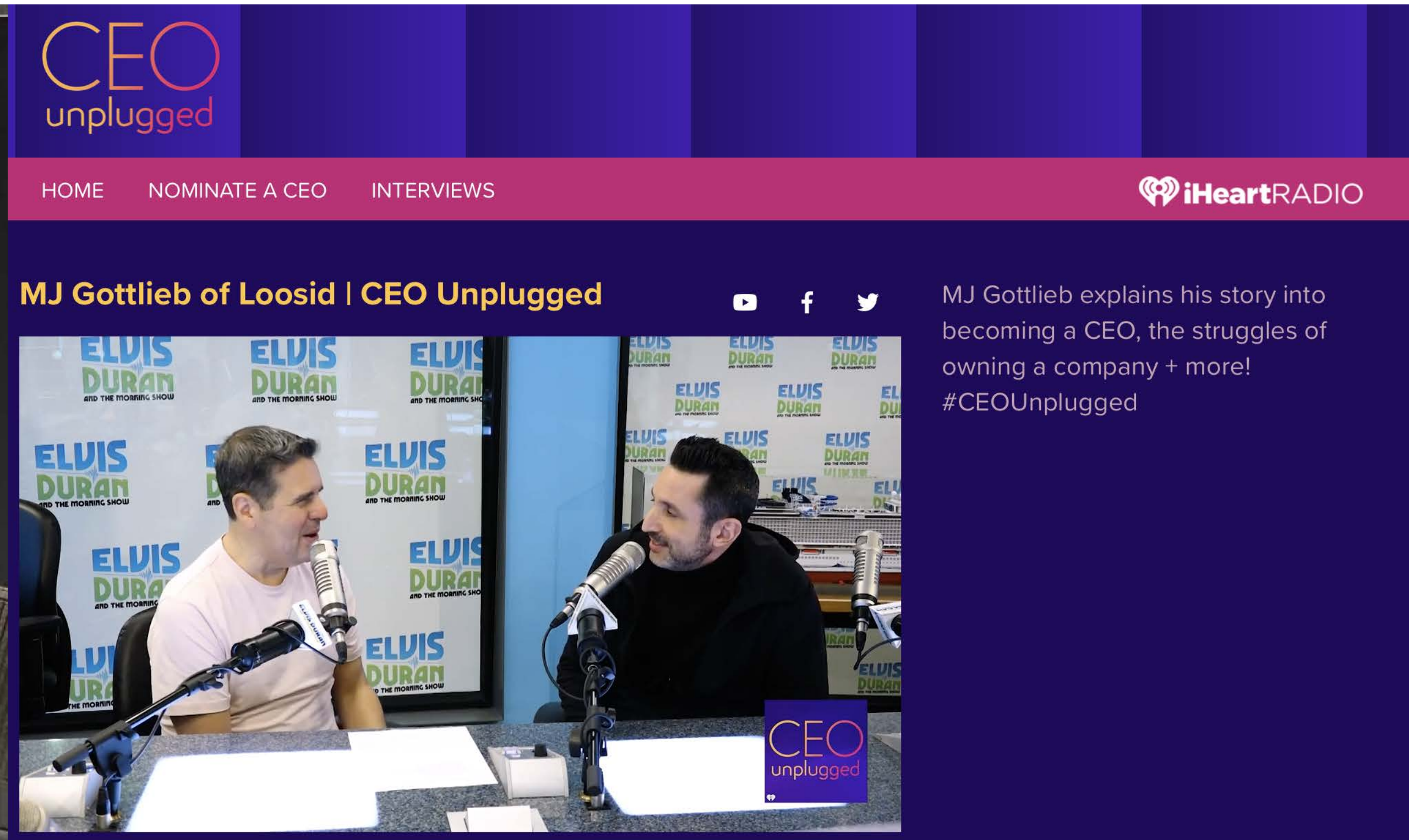






# The Jenny McCarthy Show

35 Million UVPM    SiriusXM



# iHeart Radio – CEO Unplugged

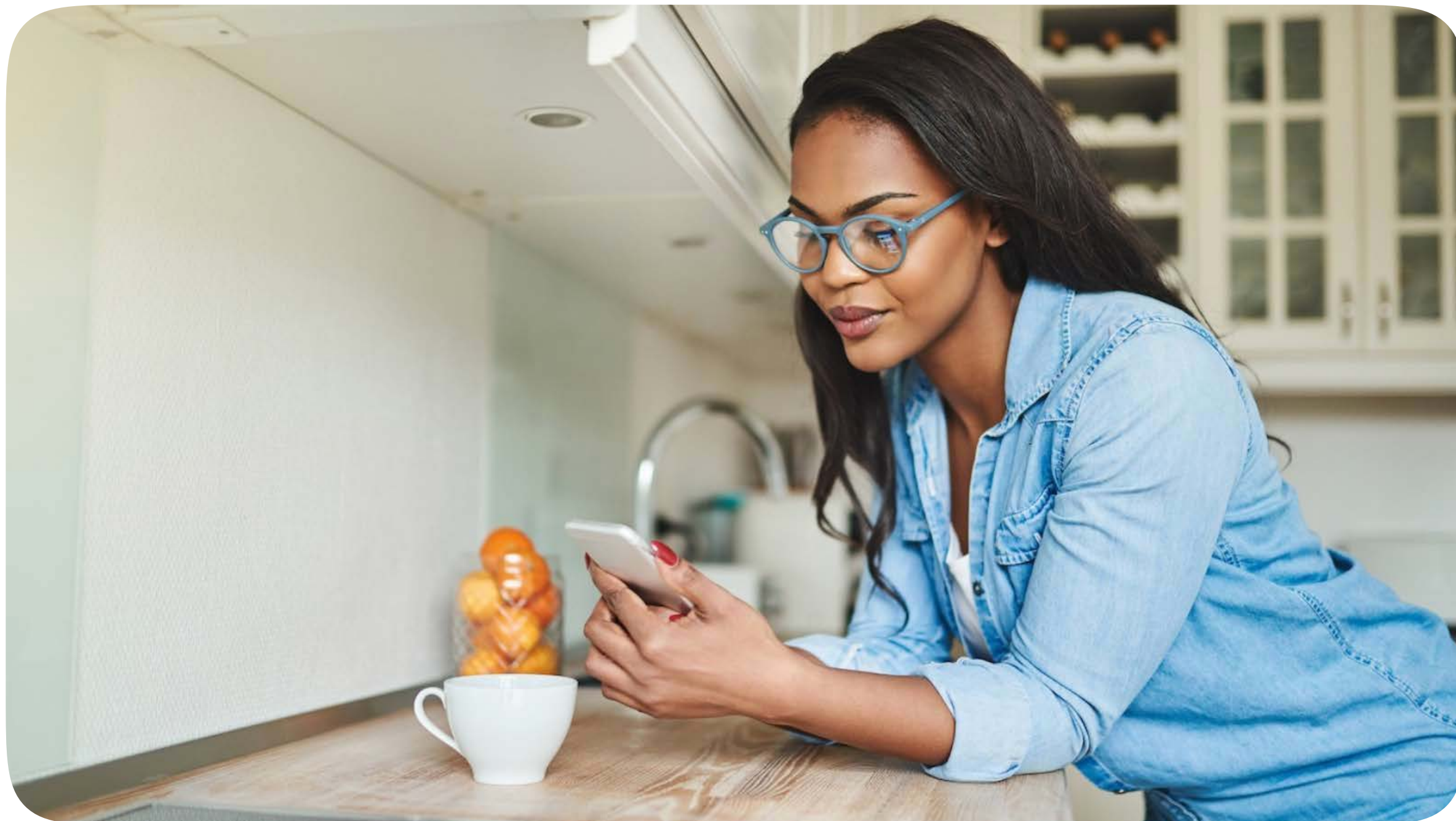


## AJC Atlanta. News. Now.

11.8 Million UVPM

### "Sober Dating App Lets People Make Alcohol-Free Love Connections"

There's just huge challenges when people come into sobriety for the first time," Gottlieb told The Atlanta Journal-Constitution. "So many of my friends that have relapsed are so ashamed of judgment that they don't ever want to go back to the meetings they went to," he said. "There's this safe space that's created because you're just on your phone."



*"So many of my friends that have relapsed are so ashamed of judgment that they don't ever want to go back to the meetings they went to," he said. "There's this safe space that's created because you're just on your phone."*

## Well+Good

1.3 Million UVPM

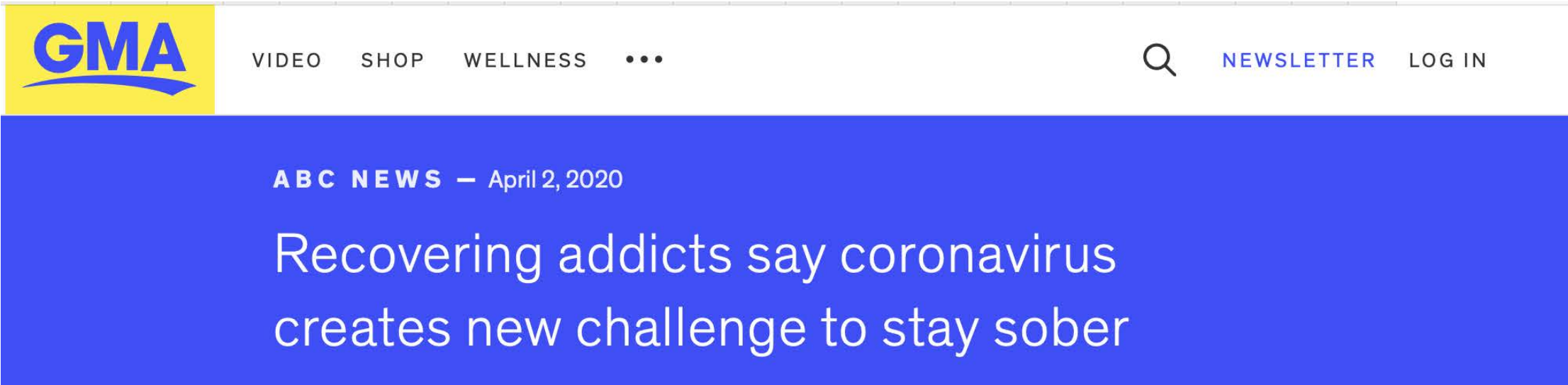
### "The Definitive Guide To The Best Dating Apps For Finding Love And Sex (Or Whatever)"

It's pretty much a dating default to "grab drinks" after work, to the point where some of my friends have designated "Bumble Bars." That go-to can breed awkwardness if you struggle with addiction or just don't mess with booze anymore. Enter Loosid, a supportive app that connects you with not only connects you with other sober-minded singles, but thoughtfully tunes you in to alcohol-free events in the area.

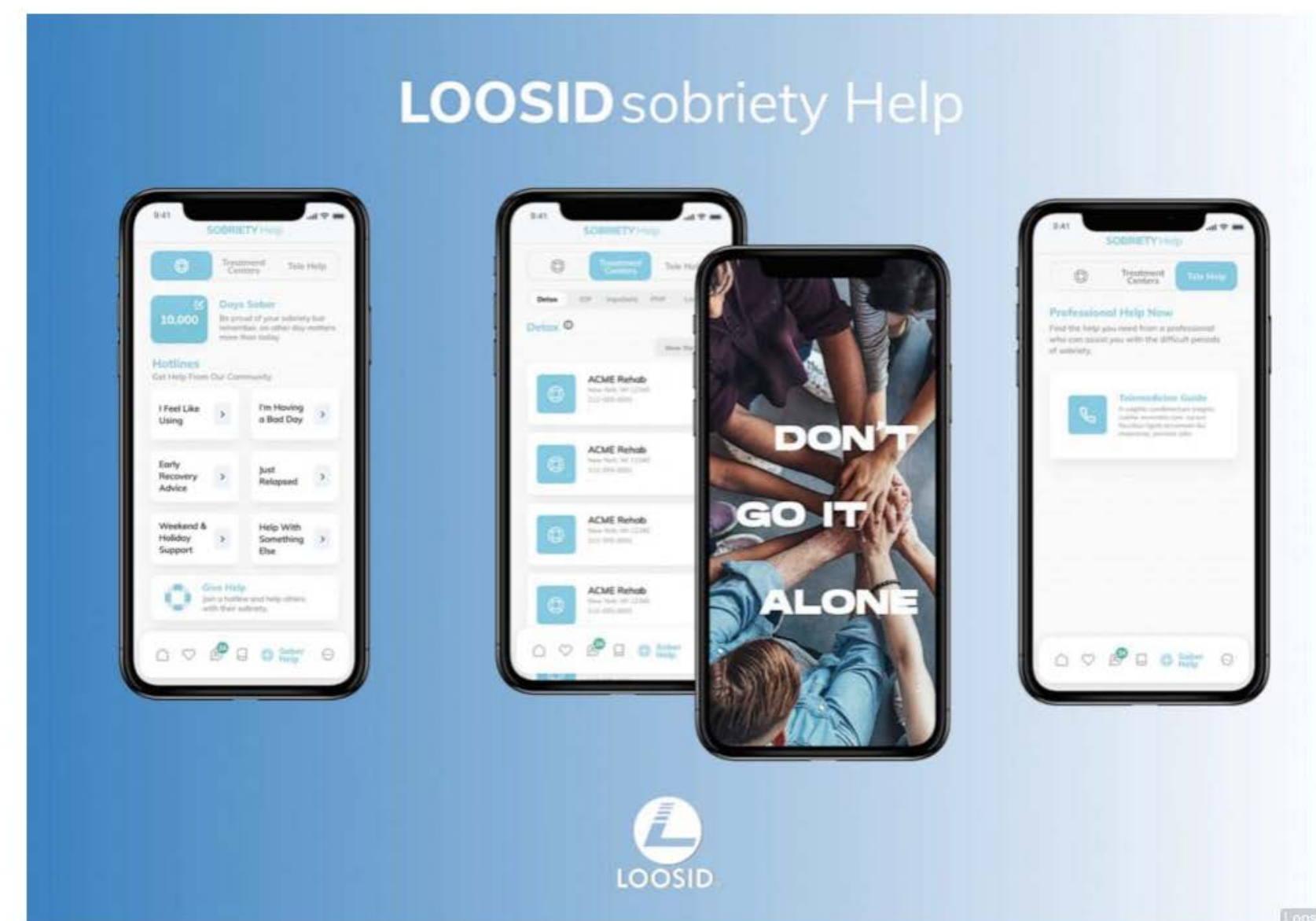




# Good Morning America (online)



M.J. Gottlieb, a recovering alcoholic from New York City, said he celebrated his eighth year of sobriety on March 21, one day before Gov. Andrew Cuomo issued a statewide stay-at-home order in an attempt to blunt the spread of the virus -- which as of Thursday had killed more than 2,300 people in the state, including nearly 1,400 in New York City. In November 2018, Gottlieb, an entrepreneur who has owned and operated several clothing brands, launched Loosid, an app providing a platform of hotlines and online or services to break the stigma that sobriety "means the end of fun."



"I had been trying to get sober for many many years and I would invariably find myself at coffee shops and diners. I said to myself, if this is all there is then I'm going to continue to use, which I did for the next 15 years," Gottlieb told ABC News, adding that before the pandemic struck Loosid was introducing people to things like sober travel and restaurants offering sob cocktail or "mocktail" hours.

Since the first week of March, Gottlieb said Loosid has seen a 93.8% increase in monthly active users taking advantage of its online services like mindful meditation and yoga classes.

"There's about 60,000 people using the platform right now," Gottlieb told ABC News.

He said many people have been using the app's "sober curious" group, where people who suspect they are developing a substance or alcohol abuse problem can find information and seek help. He also said he has seen a 620% increase in dating messages sent.





# BELLA

MAGAZINE™

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Real Talk with BELLA

## Real Talk With BELLA: MJ Gottlieb, Co-Founder + CEO Of Loosid App

by BELLA Magazine

EPISODE

# 55



MJ Gottlieb is helping break the stigma of addiction with "Recovery Voices" on the Loosid app - top sober social network in the U.S.

Listen on Apple Podcasts



Listen on Spotify

iHeart RADIO





The Real Talk with BELLA podcast welcomes **MJ Gottlieb**, co-founder and CEO of **Loosid**, the top sober social network in the U.S. Addiction and sobriety have a stigma attached to them, it's often a topic to be hushed. But people seeking help need to hear other people's stories, to know that they are not alone in this fight. I am excited to share Loosid's latest feature on the platform, "Recovery Voices", a unique offering on the sober educational and social platform where Loosid members can access exclusive interviews of well-known individuals sharing their intimate stories of addiction and their inspiring journeys to recovery and sobriety.



Tara Moore/Getty

MENU

LIFESTYLE

### 'Haven't You Had Enough Yet?' — We Need To Talk About Addiction

by JESSICA GUERRIERI

Updated: November 23, 2020 / Originally Published: November 21, 2020

After an article I wrote entitled "[How Dax Shepard's Relapse is Saving my Sobriety](#)" was published on Scary Mommy, I was given the opportunity to interview MJ Gottlieb, CEO and co-founder of Loosid, a sober social networking site whose mission is to normalize addiction and end the stigma and shame associated with the disease. Gottlieb shared the staggering statistic that within the first three weeks of COVID, his app saw a 1,900% increase in calls for help. Messages of desperation: "I have the pills lined up on my counter and I'm going to overdose. I can't do this anymore." Individuals who were pleading to be talked off the ledge, seeking help, suffering alone.

Gottlieb believes, "the opposite of addiction is connection" which is why, as a person in recovery himself, he created a network for those affected by addiction. Within the app, users can access helplines, treatment facilities, and sober chat groups, completely free of charge. They also offer "sober curious" groups, a safe space for testing the waters and getting answers to some of the hardest questions we have to ask ourselves. *Loosid* offers a glimpse into another way of life—including guides to sober living, sober dating, even sober vacation destinations. Even though so much of our society centers around wine tastings and happy hours, there is so much out there that doesn't have to involve picking up a drink. Sober life is anything but boring!



# The Best Dating Apps to Make This One a Year for Love



COURTESY OF LOOSID

### For Sober People Seeking Love: Loosid

Dating can often seem like a booze-centric endeavor, but not at Loosid. A community of people living the sober lifestyle, the app can help you find like-minded folks, treatment options and support for maintaining your sobriety, and dates with others embracing the alcohol-free life.

FIND A DATE

Sign in



## 5 Dating Apps For People Who Really Just Don't Want to Drink

### 1.Loosid

Individuals can find and match with members of the sober community who share similar interests and passions. A plus? Once you are matched, [Loosid](#) will suggest sober events for you and your new boo to attend that go above and beyond meeting at a bar.

## The Dating Apps You Should Be On If You Lead A Sober Lifestyle



### Loosid



Although it finds itself on the list of sober dating apps, Loosid is much more than that. Instead of just being about sober people finding other sober people to date, Loosid is about staying clean as an entire lifestyle (via [Healthy Framework](#)). Because of this, making love connections isn't the primary goal. With Loosid, the big draw is getting people who are already living the sober lifestyle together and connecting them on different levels. There are opportunities to chat with other sober people, endless resources to help those in their sobriety and recovery process, and similar sober-related features that aren't just about dating.

DATING

## 12 Dating Apps To Try That'll Make 2020 So Much Better



### Loosid

On most dating apps, [meeting up for drinks at a bar](#) is a pretty common first date suggestion. Loosid, a dating app for the sober community that also incorporates resources to help users maintain sobriety, doesn't have that problem. A recent study by WhistleOut found that it's been the [most popular niche dating app](#) in both New York and California during 2020.

Whether you decided to give up alcohol during quarantine or you've been sober for years, Loosid can help to connect you with others who share the same lifestyle. The best part? Once you've matched with someone, Loosid will suggest local events for you to attend that *don't* involve drinking.





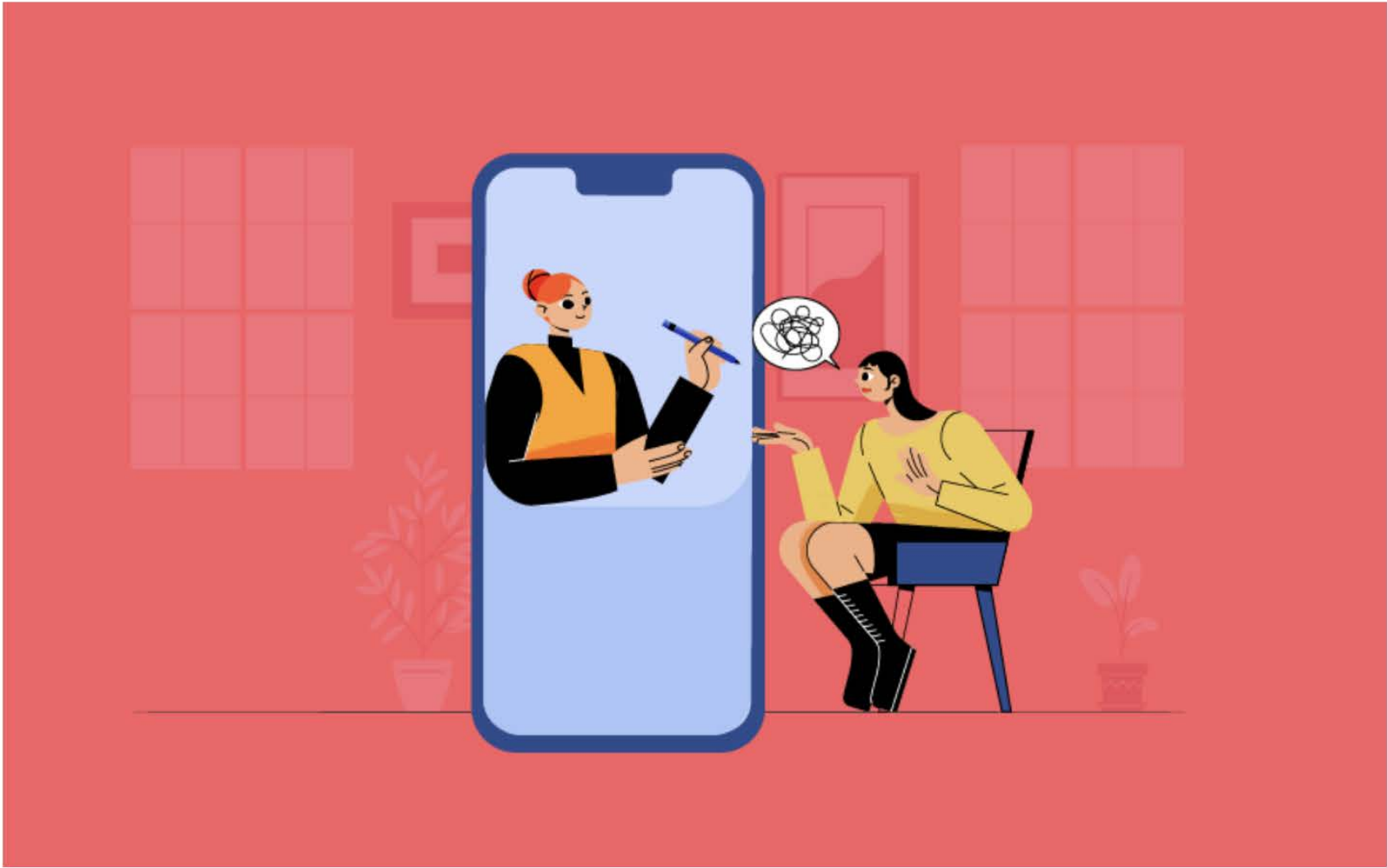
Home > Top X

TOP X

# 10 Best Self-Care Apps to Handle Stress and Live a Healthy Life

These self-care apps have been shortlisted on the basis of their popularity, user ratings, and features. Download the one that suits you best.

Last Updated on : October 28, 2022



4.

Loosid, one of the best self-esteem apps



4.7

4.5

If you are looking to cut back on drinking or get sober, Loosid is the app you need to download right away! This self-care app will help you find amazing experiences around the world or in your local area, connect with other members, or date other sober singles. Loosid also offers emergency and recovery support for those who need it the most. This one of the best self-care routine apps also enables you to find a repertoire of local restaurants that offer sober-friendly options and mocktails.

# These apps can help you stick to your New Year’s resolutions

By **Lauren Daley** Globe Correspondent,  
Updated December 29, 2021, 5:42 p.m.


2

The buzzy app [Loosid](#) is billed as “the sober social network,” where you can meet folks at sober-friendly events, or even find a sober date. *Free to download*





# The Pandemic Has Worsened the Opioid Epidemic –Here’s How Resources Are Adapting To Save Lives

 Emily Laurence


## Virtual community connections

One app that already has a community-focused approach is [Loosid](#), a free digital platform for the sober community. Loosid highlights sober-friendly events and places while simultaneously providing support through community members and vetted experts. “There are millions of people who are in need of finding a sober life and the only way to reach a need of that scale is through your phone,” says co-founder and CEO MJ Gottlieb. The app has grown to include over 81,000 people since its launch in 2018.

There are multiple ways to connect with other people who use the app, through virtual community forums (which are monitored by trained addiction specialists and a sober dating app. The community forums are places people can connect through common interests or goals. There are groups for runners, people who work in the restaurant industry, people looking for help after a relapse, and those specifically for people recovering from opioid use. “We saw a 70 percent increase in the number of messages being sent in the community groups within the first three weeks of COVID-19,” Gottlieb says. In addition to the community groups, there is also a hotline, in case someone is in need of urgent help at any time.



**BREAKING NEWS:** Winning numbers drawn for record-breaking

For You   News   Sports   Entertainment   Life   Money   **[ Tech ]**   Travel   Opinion    

COLUMNIST

# Alcohol intake increases, so does the need for sobriety tech tools

**Jennifer Jolly** Special for USA TODAY  
Published 8:00 a.m. ET May 10, 2020 | Updated 8:47 a.m. ET May 11, 2020

## Tech tools supporting sobriety

There are [about 2.1 million people](#), as of 2018, who attend AA meetings around the world, and though many have moved online, it doesn’t work for everyone, especially during a time of crisis. “Think about the other 23 hours in the day where someone may be struggling,” said MJ Gottlieb, co-founder of an app called [Loosid](#), a social network for sobriety. “What are people supposed to do then?”

Since the COVID-19 outbreak, Gottlieb said, there's been nearly a 110% increase in weekly active users and a nearly 2,000% increase in groups-joined activity. Loosid is free to use and gives people access to immediate hotlines 24/7, along with "a community of nearly 60,000 members," Gottlieb said. "You don’t have to be alone. You just need to say those three words: 'I need help.' "

Google, Facebook and Twitter partnered with the nonprofit [Center for Safe Internet Pharmacies](#) and launched an online resource hub for people with substance use disorders called [Tech Together](#). The site helps people battling addiction and the associated stigma.

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## TheNow

“It was about creating events, trips, groups... that focuses around creating amazing experiences within the sober community. And it’s not just restricted to those in the recovery space... but also anyone who chooses to live a sober life.”



## Access Hollywood

“Being single and looking can be tough enough — it can be even more difficult when alcohol is taken out of the picture. In a world where happy hours and dancing revolve around alcohol, meeting like-minded people can be a challenge for people who are in recovery, or don’t want to drink.”





# Kelly Osbourne

SPEAKS OUT FOR LOOSID AND THE SOBER COMMUNITY



## People Online

44 Million UVPM

Kelly Osbourne Says She Was “Ghosted” By A Man After Revealing Her Sobriety

“I wish when I first got sober there was something like this already out,” Osbourne said. “You really change a lot: Your social scene, where you go, where you hang out. In the beginning you only want to be around sober people. And you don’t even know where to begin because you can’t go back to what you were doing before. To have this instant community and this instant connection to people who think the way that you do, it’s really vital.”

## InTouch Weekly Online

3.5 Million UVPM

Kelly Osbourne On Her First Year Of Sobriety: “It’s Really F-ing Tough”

## MarketWatch

16.4 Million UVPM

Kelly Osbourne Tells Us About Her Difficult Road to Sobriety, And How She’s Helping Other Addicts





kellyosbourne  
2.1m followers

[View Profile](#)



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22,979 likes  
kellyosbourne

So proud and excited to be a part of the @loosidapp community. Loosid app launched this week in NYC and provides a social community for those of us living a sober lifestyle. THANK YOU Loosid for establishing such an amazing resource! #GetLoosid #LiveSoberLoveSober

[view all 347 comments](#)

“One of the hardest parts about being newly sober is deciding what to do with your free time... Being bored can be dangerous. Finding people on the app to do things in your area is great — dating, yoga coffee — it’s all there.”

–Kelly Osbourne

## Inquisitr.com

8.8 Million UVP

Kelly Osbourne Shares Her Advice On How To Stay Sober And Avoid Temptation This Christmas Season

## FOX News Online

33 Million UVP

Kelly Osbourne Shares Her Advice For Staying Sober During The Holiday Season

## YAHOO.com

950k+ UVP

Kelly Osbourne Wants To Change The Way Sobriety Is Perceived

## Wonderwall

880k+ UVP

Kelly Osbourne Shares Her Holiday Advice After Marking One Year Of Sobriety

## PageSix.com

5.4 Million UVP

Kelly Osbourne’s Advice For Staying Sober During The Holidays

## DailyMail

44 Million UVP

“Know Your Limitations’ – Kelly Osbourne Shares Advice On How To Stay Sober During The Holiday Season







# FOOTBALL, RED CARPETS & MOCKTAILS

DRINKS ARE ON THE HOUSE

## CNET's Download.com

2.7 Million Subscribers

Loosid App Helps Users In Recovery Stay Sober On Super Bowl Sunday

## Black Enterprise

660k+ UVPM

Loosid Is The App For Living Sober – And Helps You Plan A Sober Super Bowl 2019 Party

## Irish Film Critic

20k+ UVPM

Loosid's Guide To A Sober Oscar Viewing Party

## New York Post

426k+ UVPM

Enjoy Tasty Drinks Without A Hangover At A Sober St. Paddy's Cocktail-Making Event



# LISTENERS HEAR LOOSID'S MESSAGE

RADIO AND PODCASTS



## Dot Complicated

With Randi Zuckerberg SiriusXM

35 Million UVPM

## Recovery Radio

Sobriety, There's An App For That

10k+ Listeners

## Firewall Podcast

Loosid App & MJ Gottlieb

50k+ Subscribers

## WCCO-AM

CBS Radio Network For Minneapolis

15k+ Listeners



# Help Spread The Message



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