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**FOR IMMEDIATE RELEASE: HAVE YOUR SAY AT WWW.JOHTORY.CA-
“CANDID CANDIDATE” INTERNET STREAMING FACILITY LAUNCHED.**

October 22nd Toronto – John Tory campaign and a volunteer consortium unveil an innovative “Speaker’s Corner”-style multimedia system.

A highly innovative system dubbed “*Candid Candidate*” launches October 22nd at 8 a.m. at John Tory headquarters. This cutting edge interactive event will capture and stream digital video of voters’ thoughts, questions for John Tory and his plans for the city of Toronto. Citizens are invited to John Tory headquarters at 10 St. Clair West to tell Toronto what they want John Tory to do for their city.

Candid Candidate is a two tier process that involves capturing video in both a studio and with a roving camera. This will be digitally edited and streamed via the John Tory campaign web site. According to Miles Faulkner, leader of the web team and this special project “...this is a real first for the use of multimedia and the internet in political campaigning. *Candid Candidate* will provide near real-time street level opinion. This is a leading edge campaign using leading edge technology.” Michael de Monte, Producer notes: “it’s an excellent vehicle for visitors to Tory’s web site to see both the candidate and voters be ‘candid’ about what they want to see for Toronto. The archived video will also give web site visitors a much richer understanding of the issues.”

This complex and highly coordinated effort involving digital video, studio design and construction, web site development and internet streaming services was undertaken by an outstanding team of professionals - including:

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Michael de Monte www.greyarea.com

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