



FOR IMMEDIATE RELEASE

Citizen Created Election Website Attracts Attention

Winnipeg, Manitoba, September 23, 2010 – Frustrated by the lack of information about their local candidates during the 2006 Winnipeg civic election, city residents and cousins Kyle Geske and Jody Gillis decided to build an online election resource for their fellow citizens. Geske and Gillis, instructors at Red River College, spent a large part of their spare time during the past two months working on a website for the upcoming Winnipeg civic election. Their work has paid off. Their WinnipegElection.ca website has become a recognized source of information for this October's election.

“We are concerned about voter apathy,” says Geske when asked about site goals. “We believe that open and accessible information fosters interest. The strength of our government depends on informed voters.”

The site features interactive ward maps, ward statistics, historical information about past elections, and a calendar of election related events. Candidates are listed along with links to their web pages, email addresses, Facebook fan pages and Twitter feeds. News articles that mention candidates are also linked providing up to date information from a variety of media sources.

As the site grows in popularity, it's not just citizens who are taking notice. “We have city council and mayoral hopefuls contacting us to provide their photos and social media links,” says Gillis. “Engaging citizens online evens the playing field for all candidates.”

Now that nominations have been finalized, Geske is working on adding a school trustee section to the site. Meanwhile, Gillis is preparing a candidate questionnaire. Once the questionnaire is released, candidates will have one week to submit their responses for display on the WinnipegElection.ca site.

WinnipegElection.ca is a citizen driven website created to provide Winnipeg voters with unbiased information about their mayoral, city council and school trustee candidates.

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