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BINGHAMTON MAYORAL CANDIDATE RICH DAVID UNVEILS CAMPAIGN WEBSITE

**-DAVID EMBRACES INTERACTIVE WEBSITE AND OTHER SOCIAL NETWORKING SITES SAYING THEY ARE KEY TO
GRASSROOTS CAMPAIGN EFFORTS-**

(CITY OF BINGHAMTON, NY) Binghamton Mayoral Candidate and former Deputy Mayor Richard David today announced details of his campaign website, which is www.richdavidformayor.com. When visitors access the site they are greeted with a one-minute video from David welcoming them, highlighting the interactive web-site and hearing about several core messages.

Through David's website, residents can learn about his background and commitment to public service, his position on issues, his investments and initiatives as an entrepreneur, how to get involved in the campaign, upcoming events and related media news stories. In addition you can e-mail David directly, fill out a volunteer form on-line and contribute to David's campaign efforts.

"The purpose of creating an interactive campaign web-site is to give residents, or anyone interested, a chance to participate and to also keep visitors updated on important campaign announcements and events," said David. "Part of organizing a grass-roots campaign is providing a web-site that continually energizes our supporters and becomes a major resource on-line."

David says that since the site became active the night of his February 26th announcement, more than one-hundred people have provided their e-mail addresses for campaign updates and more than fifty have signed up to volunteer in various capacities.

Anyone who provides an e-mail address has also subscribed to an e-newsletter that includes video and images of a variety of information on campaign announcements, events and other related information. The e-newsletter will be sent on a regular basis.

"In addition to taking my message door to door across Binghamton I will also take it to the web," added David. "By embracing technology as a tool to effectively communicate with residents I plan to take this campaign to a level not yet seen locally. While many local candidates for various offices have utilized a website, this website is interactive and my campaign will also utilize social networking sites to connect and inform as many people as possible."

David also has set up a Rich David for Mayor web-page on the social networking site Facebook. All you have to do is type in Rich David for Mayor and the Facebook link appears. In addition, David's campaign is in the process of constructing a Rich David for Mayor channel on Youtube, where campaign related videos and news stories will appear.

The role of websites in political campaigns was most recently examined in the 2008 Presidential election. CNN cited a recent poll by the Pew Research Center that found 33 percent got most of their 2008 campaign news from the Internet, compared with 10 percent in 2004. The same survey found almost half of Americans ages 18 to 29 turned to the Internet as their major source of election news in 2008. Seventeen percent of people in this age group turned to newspapers.