



News Release

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FOR IMMEDIATE RELEASE

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Albers for Senate Launches New High Tech Outreach Effort *Cutting Edge iPhone & Blackberry Apps First of Many Communications Efforts*

(Roswell) – The John Albers for State Senate Campaign is proud to announce the first of several cutting edge, high tech communication initiatives with the release of its new iPhone app and Blackberry/smart phone mobile sites.

Campaign Manager Wesley McCall explained the importance of these new technologies to the campaign’s winning campaign plan. Said McCall, “North Fulton voters are the most tech-savvy and involved voters in the state. To reach our highly educated and wired community, campaigns and elected officials need to maximize the latest technology and communications tools. The Albers campaign is setting the standard with some of the most technologically advanced communications and outreach tools provided by any campaign.”

The Albers applications are some of the most advanced and innovative available in the nation today. Users will be able to follow the campaign’s progress, get John’s views on top issues, view videos, download ring tones and sign up to become a volunteer.

John Albers emphasized the importance of using technology to communicate with voters. Said Albers, “The entire focus of my campaign is serving the needs of the families of north Fulton. The best way to meet the needs of our families is by providing easy ways to communicate those needs to public officials, and we are leading the way with these new online tools. I am a strong proponent of using technology to improve communication and

maximize efficiencies in business. Our campaign is demonstrating in a small way how we can bring technology to bear in public service to improve communication and eventually lower the cost of government to taxpayers.”

Voters may download the iPhone application at the iTunes store or the Albers campaign website – www.votealbers.com. Blackberry and other smart phone users can access the Albers campaign mobile site at www.votealbers.com. For more information or questions, please contact the campaign at info@votealbers.com.

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