

FOR IMMEDIATE RELEASE: AUGUST 22, 2009

EDITOR-IN-CHIEF OF THE MARK NEWS CLOSES MASS LBP'S  
SUMMER TALK SERIES

**Jordan Himelfarb, Editor-in-Chief of *The Mark News*, discusses the latest trends in journalism at a standing-room event presented by innovative public consultation firm MASS LBP**

Toronto, ON-- On Tuesday, August 25, 2009, Jordan Himelfarb, Editor-in-Chief of *The Mark News*, will participate in **MASS Talk no. 6**, the finale of the four-part **Democracy and Journalism Summer Series** entitled **The New World of Journalism—Audiences, Editorial and Momentum**.

*"I'm delighted to be participating in the MASS Talks Summer Series on journalism and democracy. There's a natural synergy between MASS LBP and The Mark, in that we both exist to provide a forum for broad, thoughtful discussion on the issues that matter most to Canadians," says Himelfarb. "I'm eager to share what we have learned about the great potential of new media to enrich our democracy, and of The Mark in particular to add to the Canadian conversation."*

From 6 p.m. To 8:30 p.m., join Canada's brightest media minds for light refreshments, good company and great discussion at **Jamie Kennedy's Gilead Cafe (2 Gilead Lane)**.

**ABOUT JORDAN**

Before coming to The Mark, [Jordan](#) was the assistant editor of the Quebec *Chronicle-Telegraph*, Quebec City's English-language newspaper, and the arts and ideas editor of *This Magazine*. He worked for three years as a writer and editor at MediaScout, *Maisonneuve* magazine's daily news analysis service, and has contributed several features to the magazine. His writing has also appeared in *The Globe and Mail*, *Pure Canada*, *Plan B* and many other publications. He is co-editor of [saidthegramophone.com](#), Canada's first audio blog.

**ABOUT MASS LBP**

[MASS Talks](#) are monthly standing-room events at local restaurants and bars where new voices with big ideas talk about the trends that are shaping public life and public policy. Mass LBP is a new kind of company which works with visionary governments and corporations to deepen and improve their efforts to engage and consult with citizens. From conception to execution to evaluation, MASS LBP designs and delivers highly innovative engagement strategies that increase public understanding, legitimacy and support for complex decisions and policy choices.

**ABOUT THE MARK**

At its core, [The Mark](#) is a national movement to record Canadian ideas and propel the people behind them. It is a collection of thoughts and a tool for facilitating interdisciplinary dialogue and debate between outstanding Canadians. *The Mark* is unique in that its content is written by a hand-picked community of more than [600](#) experts and not by journalists or professional writers. These accomplished thinkers and doers from all professional disciplines, working all over the world, have one thing in common: they are all Canadian. The community includes Bob Rae, Melissa Auf der Maur, Laura Calder, David Suzuki, Jack Layton, and hundreds more.



THE MARK

192 Spadina Avenue, Suite 313, Toronto, ON M5T 2C2  
tel: 647-347-1339 twitter: [@themarknews](#)  
[www.themarknews.com](#)

**For More Information, Please Contact:**  
Maria Cortellucci, Marketing Director  
[mariac@themarknews.com](mailto:mariac@themarknews.com)



**THE MARK**

192 Spadina Avenue, Suite 313, Toronto, ON M5T 2C2  
tel: 647-347-1339 twitter: [@themarknews](https://twitter.com/themarknews)  
[www.themarknews.com](http://www.themarknews.com)