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**THE MARK NEWS WELCOMES SPORTS & ENTERTAINMENT PRESIDENT
AND CEO BRIAN COOPER AS THE NEWEST MEMBER OF ITS
ADVISORY BOARD**

Canada's top online analytical news source celebrates its newest recruit.

Toronto, ON-- [The Mark](#) announced today that Brian Cooper joins its Advisory Board.

Over the past six months, The Mark News has recruited a roster of hundreds of extraordinary contributors, like environmentalist **David Suzuki**, Liberal Foreign Affairs critic **Bob Rae**, former Canadian Ambassador to Afghanistan **Christopher Alexander**, and musician **Melissa Auf der Maur**.

"I'm excited to welcome Brian to the Advisory Board," says CEO Jeff Anders. "He brings a wealth of entrepreneurial experience, expertise and relations that will help us take The Mark to the next level. Brian is a huge addition to the team."

ABOUT BRIAN COOPER

Brian Cooper has over 25 years' experience in a wide variety of executive positions throughout the sports and entertainment industry. He founded Insight Sports Ltd., a well-known broadcast/production company and built properties like: The NHL Network, GOL TV, The World Fishing Network, Gold Rush 2002, Ultimate Gretzky, and the long-running TV series, The Business of Sports. Brian was VP Operations and Business Development at Maple Leaf Sports & Entertainment and was part of the executive team that created and launched the Raptors brand experience (an innovative blend of entertainment, sport and music). He was also President and COO of the Toronto Argonauts and was credited with the revival of football in the Toronto marketplace in the 1990s. Brian currently sits on the charitable boards of the Wayne Gretzky Foundation and Canada Basketball. In December 2007, The Globe & Mail named Brian as one of the top 25 most influential figures in Canadian sport.

ABOUT THE MARK

The Mark is Canada's daily online forum for news commentary and debate. It is founded on the idea that thousands of credible Canadians, here and abroad, have important things to say but cannot reach a national audience. For these Canadians, The Mark is their platform. *The Mark* is unique in that its content is written by a hand-picked community of experts and not by journalists or professional writers. It publishes high-quality original written, audio and video content for distribution through the web, print, radio, television and live events.

For More Information, Please Contact:

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