

FOR IMMEDIATE RELEASE



LIFEFORCE ENTERTAINMENT TO HOST FIRST TORONTO WEBTV MEET-UP

Inviting all online video creators, marketers, advertisers, distributors and broadcasters to attend the Toronto WebTV gathering.

Toronto, January 13, 2009 – Lifeforce Entertainment is hosting the first Toronto WebTV meet-up in Toronto. "This is a great opportunity for like minded individuals in the Toronto online video community to meet and share their successes and failures, and learn from their colleagues about what works, and what doesn't in the world of online video" say J. Michael Dawson, president and founder of Lifeforce Entertainment and the inaugural meet-up.

The structured meet-up features three presenters who for the first hour will showcase their work, and take audience questions. Following the presentations will be an hour of networking and introductions. The meet-up, which is free to attend and open to the public, is the "first of many" according to Mr. Dawson who is excited about the possibility of meeting fellow individuals in the industry. "The problem with the Internet is that it can hinder real social interactions, especially in a business where people function online. We're looking to help change that". Presenters will be announced on the events Facebook group where attendees are visiting to RSVP.

Date: January 27th, 2009

Time: 7:00 – 9:00 pm

Location: Innis Town Hall (2 Sussex Ave, Toronto)

Admission: Free

About Lifeforce Entertainment:

Lifeforce Entertainment is a Toronto based production company, specializing in creating original online content and branded entertainment for the web. They are the founders of one of the first online social networkers in Canada to feature exclusive professional content in an ad supported format, and currently have four web series that launch weekly, with another four slated for production in 2009.

If you would like more information about the first Toronto WebTV Meet-up or about Lifeforce Entertainment, please contact:

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