

Former American Idol Contestant Antonella Barba Becomes Spokesperson for ElectionMall's Voter Space

Ms. Barba to appear at 2008 Politics Online Conference March 4 and 5

WASHINGTON, D.C., March 4 (SEND2PRESS NEWSWIRE) – American Idol's season six brought Antonella Barba into public view. Despite leading in Internet polling and search engines, Antonella was eliminated (sounds like a fate known by certain politicians). Now Antonella is back in the spotlight but not for glamour or show biz. The senior at Catholic University is reaching out to the new generation of voters by singing the National Anthem, promoting talking avatars, and addressing first time voters on their essential participation for a better democracy.



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A formal announcement on Antonella's position as spokesperson for ElectionMall's Voter Space will be made at the 2008 Politics Online Conference hosted by George Washington University's Institute for Policy, Democracy, and the Internet (IPDI). Antonella is available for interviews in the Grand Ballroom of the Renaissance Hotel at 999 9th Street, NW until 7PM today and from 9AM – 4PM on Wednesday, March 5.

ElectionMall, a nonpartisan campaign and election technology company, is launching Voter Space this summer, which some consider to be ElectionMall's secret weapon.

Voter Space is the brain child of Ravi Singh, CEO and founder of ElectionMall.com. The site will be dedicated to meeting the needs of voters, something other companies have found too expensive and unprofitable to undertake. Given the current availability of campaign and social networking technology, Singh sees Voter Space as a personal way to give back to the community. He is delighted to have one of the voters' very own, stand up and engage a whole new generation on how to use these online tools.

"These days door to door canvassing is old school; today elections are impacted by young voters chatting for candidates, creating fundraising widgets on their My Space pages or following through on a targeted email campaign to friend, family and officials," explains Singh.

Given that Antonella has received more votes on American Idol than most politicians get in a lifetime, Voter Space could be the next American obsession, especially given what is at stake in the 2008 presidential race.

The Politics Online Conference, March 4 – 5, brings students, academics, politicians, and industry leaders into the same space to examine the cutting edge trends for politics, transparency, and innovative technology (<http://polc.ipdi.org>). The conference is sponsored by Yahoo!, Google, the National Journal, and Politico among others. For more information on Voter Space and the 600 plus campaigns ElectionMall has serviced this year, please visit www.electionmall.com.

About ElectionMall Technologies, Inc.

ElectionMall Technologies, Inc., established in 1999, is a world leader in providing Internet-based non-partisan solutions for elections and campaigns, effectively utilizing technology and business expertise to enable candidates, advocacy groups, or nonprofits to generate enhanced gains in awareness, funds, and votes. From their eight years in the campaign and election industry, ElectionMall has identified over 54 different campaign behaviors and has categorized them into five specific product offerings of: Build, Manage, Raise, Promote and Shop.

ElectionMall's complete product offering successfully encompasses the entire life-cycle of a political campaign. ElectionMall is headquartered in Washington, D.C. with offices in Chicago and Los Angeles. For more information, visit www.electionmall.com or call 1-888-WEB-2-WIN (932-2946).

To read more on Ravi Singh, visit www.RaviSingh.com.

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