

## **Almonte Technology CEOs Turn to “PuppetCasts” to Support Puppets Up! Festival**

*Philo the puppet asks for a job from the founders of market2world communications inc., S4Potential, and Triacta Power Technologies Inc.*

**Almonte, July 12th, 2006** – When Rob Brennan was approached by fundraisers for the Puppets Up! Festival to drum up support among Almonte’s tech cluster, he instinctively knew that logos on brochures would not suffice for high tech financial support for the unique town festival, which runs Aug. 12<sup>th</sup>-13<sup>th</sup>. Two months later the CEO of Triacta Power Technologies Inc., along with the founders of S4Potential and market2world communications inc. finds himself starring in a series of “puppetcast” interviews available on the World Wide Web starting July 14th.

“I held a meeting with S4Potential’s Peter Egan and market2world’s Nathan Rudyk,” says Brennan. “These are two creative guys, who like me, rely on the Internet to generate much of their business. Nathan talked to us about the potential podcasting and video blogging – essentially Internet radio and TV respectively – and we decided ‘Hey, what about doing a series of puppetcasts?’”

With puppeteering skills supplied by Ottawa puppeteer Matt Ficner and video production work from S4potential videographer Will Richardson, and scripting from Puppets Up! Festival volunteers Jordan Smith and Stephen Brathwaite, the three high tech executives find themselves in an rollicking series of interviews with Philo, an irascible fur-ball of a puppet who’s looking for a job in high tech Almonte.

Philo has a few obstacles to overcome. He has a drinking problem and gets thrown of an Almonte bar after one of his interviews went badly. And when he even touches computers they tend to catch fire.

Does Philo get a gig? Do the tech CEOs support employment equity for puppets? The answers to these and other questions are answered in a three-part weekly series of puppetcasts starting July 14th. Every Friday another one of Philo’s interviews will be available from [www.market2world.com](http://www.market2world.com), [www.S4potential.com](http://www.S4potential.com), [www.triacta.com](http://www.triacta.com) and [www.puppetsup.ca](http://www.puppetsup.ca).

About market2world communications inc.

market2world is Canada's Web 2.0 social media agency, where markets are conversations - dynamic global conversations occurring every minute of every day inside and outside organizations. market2world puts Web 2.0 tools like blogs, podcasts, wikis, and video blogging to work so companies and institutions can grow business with social media. For more information visit "The Trojan Mouse" blog at [www.market2world.com](http://www.market2world.com).

About S4Potential

S4Potential focuses on advancing human potential by combining empirically sound behavioral health interventions with an interactive multi-media delivery format. S4 is where Multimedia, Psychology, and Learning meet. S4Potential has developed the Neo-Modal™ Learning Platform that assists individuals to modify their learning, thinking, and ultimately their behaviors. For more information please visit [www.s4potential.com](http://www.s4potential.com).

About Triacta Power Technologies Inc.

Triacta develops advanced smart meters and energy monitoring tools for electric utilities, energy service companies and businesses. Triacta's meters are designed to provide individual electricity bills to tenants in apartment buildings, condominiums and office towers, and to help facility managers reduce their electricity costs. For more information, please visit [www.triacta.com](http://www.triacta.com).

About Puppets Up!

Puppets Up! is an international festival of puppetry that is back for its second year to amaze, amuse, and astound audiences on Saturday, Aug. 12 and Sunday, Aug. 13, 2006. Ten professional troupes with puppeteers from Canada, the U.S., France, Brazil, and Costa Rica are descending on Almonte, Ontario, to entertain and engage with exceptional puppets. For more information please see [www.puppetsup.ca](http://www.puppetsup.ca).

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