



FOR IMMEDIATE RELEASE

Wednesday, May 31, 2006

CONTACT:

Jeraul Mackey

504-232-6225

info@postcardlouisiana.com

Citizens Cast Their Votes, Then Cast Their Voices

New Orleans, LA— When the majority of New Orleans east voters showed up at the Chef Mentur voting poll location on May 20, 2006, many of them were surprised to be given the opportunity to not only to cast their vote, but to also cast their voice. A new grassroots initiative, Red Shoe New Orleans – a campaign whose key message is “there’s no place like...” – took their postcard campaign to another height when they decided to serve as a conduit of concerns between the citizens of New Orleans and elected officials.

Neighborhood 100, an initiative under the Red Shoe New Orleans campaign, is aiming to capture the questions and concerns of at least 100 residents from various communities throughout New Orleans, and then proceed to share the issues with local elected officials. The end goal of this initiative is to provide New Orleans residents with an honest and human felt form of communication between them and their civic leadership. “The citizens’ voices need to be recognized; they need answers,” said Royce Duplessis, supporter of Red Shoe New Orleans. “Besides the common issues of crime, housing, jobs, and education, another major issue is the lack of clear and honest, human communication between citizens and the people they elect.”

Postcards from the Neighborhood 100 initiative have been presented to the Mayor’s office, and much interest has been expressed in forming a partnership to continue the effort. “What started out as a cathartic way to make a contribution to the rebuilding of New Orleans, has become an innovative campaign to preserve authentic communication. We wanted to capture the voices and the essence of the people,” says Jeraul Mackey, founder of the Red Shoe New Orleans project.

For more information, please visit www.redshoeneworleans.com