



FOR IMMEDIATE RELEASE

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FUNKHOUSER'S POODLE AD A NATIONAL HIT

On Sunday, February 4, Mark Funkhouser released an online video starring his three-month-old toy poodle Maria and within 24 hours it has become a national hit featured on the popular blog *onegoodmove.org* and Salon.com's Video Dog.

"We had a lot of fun making that ad, and I'm obviously glad its getting attention," Funkhouser said. "It shows that with a little creativity you can make a big splash – even if you don't have a lot of money."

Funkhouser said that he will continue to embrace creative ideas when he is elected Mayor. "Kansas City is going to need to generate some buzz nationally, if we expect to grow and thrive as a city," he said. "And the best way to generate buzz is to stand out from the crowd, show off your uniqueness and have a little fun."

The poodle spot was also mentioned in Hearne Christopher's column in the *Kansas City Star*, which heralded Funkhouser for "putting hipness into [the] mayoral campaign." "Think *geek chic*," Christopher wrote. "It's almost as if KC mayoral hopeful Mark Funkhouser wants to pre-empt that 'Revenge of the Nerds' movie remake."

Indeed, Funkhouser is the only candidate who has made hipness one of his campaign platforms. Before a press event in the Crossroads Arts District on Friday, he said, "You will probably never hear another Mayoral candidate say this, but Kansas City's leaders need to get hip."

He explained that his '*policy of cool*' is based in part on the highly regarded work of Richard Florida, whose series of books about the "Creative Class" have revolutionized the way cities approach revitalization. As a result, cities are now actively seeking ways to position themselves on the cutting edge of American culture, in order to attract residents and continue to grow and thrive.

The "Maria for Funk" video can be found on Funkhouser's official campaign website (www.markfunkhouser.com) and his blog (funkhouserformayor.blogspot.com). The Salon.com mention is at (http://www.salon.com/ent/video_dog/ads/2007/02/05/mark_funkhouser_for_mayor/index.html) and onegoodmove's nod can be found at (http://onegoodmove.org/1gm/1gmarchive/2007/02/links_for_20070_35.html)

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