

**Alternative Channel Forum in Barcelona:  
A Huge Success**

International online media company invites Nobel Prize laureates and thought leaders from the corporate sector and civil society to conference on: *Social Networking and Responsible Media*

BARCELONA, Spain - Thursday, May 1st, 2008 - The Alternative Channel Forum on Social Networking and Responsible Media, held yesterday in Barcelona, was a smash hit according to participants, organizers and sponsors. The full-day conference consisted of more than 50 expert speakers, 8 feature presentations, 12 workshops and 6 speaker's corner sessions. More than 300 participants came from more than 15 countries to discuss the ways that online technologies are shaping society.

Among the event's participants were representatives from Doctors Without Borders, Amnesty International, The Jane Goodall Institute, The World Wildlife Fund, The Ecologist, Rethos Media and other leading companies and non-profit organizations. The Forum's keynote speaker was Rigoberta Menchú, who was awarded the Nobel Peace Prize in 1992 for her work towards social justice and ethno-cultural reconciliation in Guatemala.

Menchú thanked Alternative Channel and the Forum's organizers and congratulated their efforts to provide online communication technologies to civil society. "Today, no one can control technology and the internet. It is wonderful to put these tools in the hands of societies. It is a beautiful mission for which I congratulate you," said Menchú during her keynote address. "Technology is a sacred inheritance to humanity, and we all have the right to benefit from it," she concluded.

"If you can not join us in Barcelona, The Forum will come to you," promised event organizers, who offered a live web-cast of the entire event with live translation in French, Spanish and English. Thousands of people worldwide logged in for the web-cast.

Reeling from The Forum's success, Paul Allard, CEO of Alternative Media Initiative, who moderated the event, announced that a second conference would be held in New York City in November of this year. "This was such a hit, we have to repeat it," said Allard, noting that the New York Forum will tackle similar issues but will be more ambitious, lasting two days and attracting an even broader audience and longer roster of speakers.

## About Alternative Media Initiative Inc.

Alternative Media Initiative (AMI) is the leading network of online media properties devoted to sustainable development. The company offers 'web 2.0' communications services to companies dedicated to corporate social responsibility.

AMI owns and operates the following web properties:



**Rethos.com** is an online community where individuals and organizations unite to accelerate social change through debate and discussion.

<http://www.rethos.com>



**AlternativeChannel.com** is a distributed video blog application for non-profit organizations, socially responsible businesses and individuals passionate about sustainable development issues.

<http://www.alternativechannel.com>



**Debates on Facebook** is a discussion utility that encourages Facebook users to spark and share debates on social and political issues.

[http://www.apps.facebook.com/rethos\\_debates](http://www.apps.facebook.com/rethos_debates)



**IPEX VIEW** is an online marketplace that connects buyers and sellers of all forms of digital motion picture content.

<http://www.ipexview.com>

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