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Press Release

The Brian Iannucci Campaign for Saint Johns County Commission-District One Launches Innovative Social Networking Tool

Image coin concept called “the next big thing” in political campaigning.

St. Augustine, FL, June 28, 2011: Today, at the First Coast TEA Party meeting, held at the Village Inn on US 1 in St. Augustine at 6:30 pm, the Brian Iannucci Campaign for Saint Johns County Commission is launching a new and innovative method designed to reach the voters of Saint Johns County. The concept, developed in conjunction with Image Coins, LLC, is designed to provide an easy way for supporters to actively participate in spreading Brian’s message of increased economic growth, transparency in government, and more fiscal responsibility.

Utilizing the image coin designed specifically for the campaign, supporters are able to link to Brian’s website using a QR Code and a SMART device. By taking a picture of the QR Code on their SMART device, or by entering the website, www.electbriani.com, into a web browser, constituents are able to hear a video message from Brian Iannucci. Additionally, while at the new and improved website, constituents are able to view Brian’s Ten-Step Plan for Saint Johns County as well as donate or volunteer to help the campaign.

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Image Coins can be registered at the campaign website using the serial number printed on the coin. As the coin is passed on to friends and other constituents the website allows users to track the progress of the coin on a map and allows users to post comments.

Users are encouraged to:

1. Register the coins,
2. Donate to the campaign if they can,
3. Do a good deed for Saint Johns County, and
4. Pass the coin along to someone else.

Constituents who donate will receive two coins. The first coin is to pass on. The second coin is a Commemorative Ambassador Coin that they can keep. This Commemorative Ambassador Coin will also provide the holder the ability to track the progress of their initial coin as it is passed throughout the community.

Brian said, "Campaigns are always looking for new and fun ways to get the word out. Image Coins can spread my message and get the grassroots involved. Plus, asking people to do a good deed for their community is certainly a win-win proposition."

For more information on Brian's campaign or to get your image coins go to www.electbriani.com.

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Political advertisement paid for, and approved, by Brian Iannucci, Republican, for Saint Johns County
Commission-District One.