

## Obama Kicks Off Community Campaign in Both Real and Virtual World

*Barack Obama is a candidate for the President of the United States from Illinois. Second Life is a virtual world created by Linden Labs with over 4.5 million inhabitants.*

SoHo Island, Second Life March 31, 2007 – On Saturday, March 31<sup>st</sup> at 3:00 pm Central time, Barack Obama, candidate for President of the United States from Illinois, will be speaking to a small group gathered in the home of an Iowa family. Although the event will be streamed live at [www.barakobama.com](http://www.barakobama.com) it was all also be “simulcast” in the virtual world, Second Life at SoHo Island. The simulcast will feature a virtual Obama, sitting in a virtual living room, addressing a crowd of avatars within the simulation.

Forefront Media describes the event, “Although the simulcast of Obama’s Community Kickoff campaign will be attended by virtual avatars, real people create and move the avatars through the game and real people will be watching the simulcast on their computer screens.” Forefront Media continues, “Involving gamers with the political process is important, as Second Life provides the perfect environment for free speech. Simulation of the real world event here on SoHo Island gives this world an opportunity to participate in the political process.”

### *About:*

*Forefront Media* owns and operates SoHo Island and other properties within Second Life. Forefront Media is virtual event and promotion company with offices in Dallas, Texas and Ft. Smith, Arkansas. The purpose of Forefront Media is to integrate “real world” events and media into the virtual world, Second Life.

*The Community Kickoff Campaign* is the start of a series of community gatherings by Barack Obama, built around the theme “Hope, Action, Change.” The campaign is designed to help make change and restore hope in the political process.

*Second Life* was developed by San Francisco-based Linden Lab, a privately held company founded in 1999 to create a revolutionary new form of shared 3-D entertainment. It offers a collaborative, immersive, and open-ended entertainment experience where residents can create and inhabit a virtual environment of their own design.