



The Anti-Advertising Agency
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PRESS RELEASE

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FOR IMMEDIATE RELEASE

BIZARRO STREET TEAM PROMOTES ALTERNATIVE ECONOMIES IN SF FINANCIAL DISTRICT

San Francisco, October 2, 2006 - Artists working under the name The Anti-Advertising Agency will descend upon San Francisco's financial district on Wednesday Oct. 4th from 12-1pm. The group will hand out over 5000 promotional postcards - but with a twist. The postcards promote alternatives to capitalism; the everyday exchanges that don't fit in a profit-based model.

Borrowing from methods used by Microsoft, Sony, and various media and technology companies, the Anti-Advertising Agency has organized a *street team*. Volunteers will hit the streets in matching shirts and customized messenger bags armed with talking points and hundreds of postcards. The postcards highlight "simple ideas like sharing amongst friends and neighbors" explained Dara Greenwald, "to complex processes such as cooperatives and worker-owned and operated businesses." The group hopes to "make a spectacle of themselves," causing laughter and head scratching while reminding white-collar workers in the downtown area that the United States' economy is not exclusively capitalist, but a diverse mix including recycling, sharing, open source technologies, cooperatives, and more.

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