

31 October 2007

www.krishopkins.co.uk launches into cyberspace

Voters in Keighley and Ilkley have been invited to give their views on the efforts of Kris Hopkins to become their next MP after the constituency's Conservative Prospective Parliamentary Candidate launched a brand new interactive campaign website at www.krishopkins.co.uk

Designed by the multi-award winning Yorkshire firm Stray Beyond, the site will enable voters to communicate and debate directly with Kris either by e-mail or via a personal blog.

This is also a facility for people to take part in online polls – the first on the subject of the Government's plans to close four Post Offices in Keighley and Ilkley.

And, in the weeks ahead, a series of in-depth online surveys will also be added to the site.

Speaking at the formal launch in Ilkley town centre alongside senior Conservative councillors and supporters, Kris said that whilst one of the principal aims of the site was to keep local voters informed on his progress, it was equally important for him to hear their views on what he should be doing better.

He commented:

“As someone with a professional background in communications and digital media, I am very conscious of the important role technology now plays in modern political campaigning.

“I very much hope people take the opportunity to log on to the site and, by using the interactive elements, tell me what issues are of greatest importance to them.

“I am also very happy to receive their advice on how I can better represent local concerns in my campaign.”

Jamie Snape, Managing Director of Stray Beyond, added:

“This is the first website we have designed for a Prospective Parliamentary Candidate and, as a new build site, it has been something of a unique challenge.

“However, as someone with a very strong personal interest in politics, I have found the project to be extremely interesting and, needless to say, I hope it plays a key part in ensuring that Kris becomes the new Conservative MP for Keighley and Ilkley at the next General Election!”

ENDS