

Demopoulos Associates
20 Tall Pines Road
Durham, NH, USA 03824
603-231-8782
ted@demop.com
www.demop.com

PRESS RELEASE

FOR IMMEDIATE RELEASE:
contact: Ted Demopoulos, 603-231-8782

Santa Claus Starts Santa Blog

Santa taps co-author of *Blogging for Business* as Blogmeister

Durham, NH, December 2005 Santa Claus has started blogging, writing frequent messages at SantaBlog.org intended for both children and adults. Recent topics include Toy-makers Wanted, "Why Elves?" and Healthy Eating During the Holidays. "

Chief IT Elf Alvin gave Santa a copy of my *Blogging for Business* manuscript and Santa e-mailed me immediately, said Ted Demopoulos. He has been interested in blogging for a long time, but he's so busy that he wanted some help starting his blog. "

Blogging is the current wave of the information revolution. There are currently more than 22 million blogs, and more than 50 new blogs created every minute. Blogs are simple personal websites, and excellent communications tools. The entire North Pole community will be using SantaBlog.org to communicate both internally and externally.

Santa Claus is known to be very computer literate and tech-savvy. For example, he has blanketed the entire North Pole in high-speed wireless Internet access. When asked for comments, he gave a rushed, Ho Ho Ho! Read my blog! "

*Ted Demopoulos is the co-author of *Blogging for Business* (Dearborn Trade Publishing, Jan 2006), and a professional speaker and IT/business consultant. More information is available at www.demop.com and <http://www.bloggingforbusinessbook.com/>.*

###