

news Release

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Redchair™ Branding & George Torok Help the World Get More Creative

Your car ride is about to get much more creative...

BURLINGTON ON (September 1st, 2008)... Redchair™ Branding Creative Director, Gerry Visca, in collaboration with local speaker and radio host, George Torok, are set to launch their new audio book series: *Knock Knock*. The two personalities have joined forces to provide inspiration and information on getting creative and turning ideas into reality. *Knock Knock* is a fusion of two expert voices, two different perspectives and two times the creative energy. The result is a series that is highly informative and equally entertaining. Gerry and George use an impromptu conversation-style that is unique and refreshing.

The first installment of the series, titled 'Say Hello to Your Creative Side', is instructive and insightful. Listeners are introduced to the power of creativity in helping them achieve their desired life and raising the profile of their business. Future *Knock Knock* series' will feature creative conversations chaired by George and Gerry along with other local business experts in various fields.

Redchair™ Creative Director, Gerry Visca states, *"The creative approach used in this audio series falls in line with our recent TV, book and speaking initiatives. Our main goal is to help individuals and businesses grow and improve, and ultimately, to help them get more creative in their approach. George Torok is a great story teller with a wealth of information. Our conversation is very inspiring."*

George Torok notes, *"It has become increasingly important to stay competitive and to get creative in today's world. We want to help listeners open the door to their creativity in a time where it is absolutely essential for their success. You have heard all the rules and followed all the all steps, but what Gerry and I are offering here is something different; 'Say hello to your Creative Side' is not a lecture, it's a **creative conversation.**"*

Gerry Visca is an international speaker, TV show co-host, branding coach, author, and Creative Director of Redchair™ Branding. He is known for his ability to inspire audiences into taking action. George Torok is co-author of *Secrets of Power Marketing*, an international speaker and host of the radio show *Business in Motion*.

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