



Release Date: 27/04/07

UK Parliament go New Media

Kwiqq, a Brighton based internet company, has been invited by The Hansard Society to take part in their 'Parliament for the Future' project. The project will draw together the best people and ideas in digital media to inform parliament on how to improve democracy in the UK. Raj Anand, Technical Director said "We are very pleased to be part of this select group of 50 stakeholders invited by Hansard Society"

Kwiqq's technology is focused on building social networks for corporates and organisations. Social networks are becoming common in electoral campaigns, for instance France's Ségolène Royal's election campaign on desirsdavenir.org or Barack Obama's website my.barackobama.com in the USA. This is of tremendous benefit to the candidates but ultimately the benefit must be for the electorate. By connecting MP's with their constituents, social networking can improve communication and accountability which must benefit democracy. As Raj Anand puts it, "The chance to connect the MySpace generation to politics can't be ignored"

Started as a student project at Sussex University, Kwiqq.com has made significant progress in just 4 months since their January 2007 launch. Two websites based on their technology are due to go live in May. Both for First Choice Travel. Recently they were covered in the Travel Trade Gazette for their First Choice websites.

They based at the Sussex Innovation Centre at Sussex University and are led by Jack Fairhall, a successful Brighton businessman. The key investors in the project are Brighton business angel, David Hill, and the Professor of Entrepreneurship at Cranfield University, and serial entrepreneur, Andrew Burke.

If you are interested in finding out more about Kwiqq and the team you can contact them on 01273 704 787 or visit www.kwiqq.com.

Press Enquiries: If you wish to get in touch please email raj.anand@kwiqq.com or call **01273 704 787 / 0787 627 4773**