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In The Limelight

GFTG TV and Partners in Project Green are pleased to announce the release of the pilot episodes for a new web-based series called "In the Limelight".

"In the Limelight" features leading edge experts and practitioners from all aspects of business to share insights on the opportunities and distinct challenges for small business in going for the green.

"In the Limelight" is pleased to feature Tom Rand, author of "Kick the Fossil Fuel Habit" and co-developer of Planet Traveler, touted as North America's greenest hotel. Tom shares ideas for small business on energy options for small business from his own experience in going for the green.

According to a 2006 survey by the Canadian Federation of Independent Business (CFIB) 66% of SME owners want to exit ownership or transfer control of their company by 2016. As there will be a lot of competition for getting the attention of a buyer, "In the Limelight" is pleased to feature Dianne Saxe in these pilot episodes. An award winning environmental lawyer, Dianne speaks to the issue of why going for the green as part of a small business' succession plan is critical.

GFTG TV is an online HD TV channel expressly created to bring programming and learning opportunities to small business. Programming is available 24/7; it's also interactive. Viewers can post comments on Facebook, Twitter and other social media options such as LinkedIn, and are encouraged to rate the shows using the convenient star system under each screen.

GFTG TV is personal theatre at its best.

For further information or to schedule an interview

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