

# Media Central Corporation

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## Media Central subsidiary profiles longtime homelessness columnist Stanley Woodley

Media Central Corporation (CSE:FLYY) subsidiary Vancouver Free Press Corp published a story Thursday about the life of Stanley Q. Woodvine, the longtime Georgia Straight columnist of the series "Homeless in Vancouver."

Woodvine, who himself has been homeless since 2004, has covered topics such as what it's like to be a binner — someone who collects and refunds glass bottles and cans for a living — and offered social commentary on how city issues affect those living on the streets.

Woodvine worked at the Straight for nearly a decade in the 80s and 90s. When he became homeless, he started a blog called Sqwabb to document his experiences. Then, in 2013, his former publication took notice.

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"Stanley worked with the Straight between 1983-1992, when he was first brought onboard to relaunch the paper, formally known as The Vancouver Free Press," Editor Charlie Smith said. "I brought Stanley back onboard as a contributor in 2013 and, thanks to free WiFi in Vancouver, he keeps his blog and our Homeless in Vancouver Online section updated with timely stories - from the discovery of Canadian Border Services Agency uniforms in a regional recycling centre, which could have potentially presented a security risk to the city, to coming across blueprints for a rapid transit station which was a major real estate scoop for the Straight."

Access to the Straight's print and online readership furthers its goal of unifying the 100 million customers of alternative urban media in North America, the company said.

The Straight is Media Central's third brand after the company acquired Toronto's NOW magazine in November and launched its own CannCentral.com.

"The incredible stories written from the unique perspective of Stanley Q. Woodvine is exactly why it's important to protect and bring together the 100 million-strong audience members of urban media across North America," MediaCentral CEO Brian Kalish said. "It's publications like the Straight that have fostered an editorial spirit to share original voices like Woodvine's and cultivate a dedicated audience who want to hear them."

"MediaCentral is committed to telling these stories and so many like them to the millions of our dedicated readers across Canada and around the world."

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**Price:** 0.01

**Market Cap:** \$3.28 m

#### 1 Year Share Price Graph



#### Share Information

**Code:** FLYY

**Listing:** CSE

52 week	High	Low
	0.25	0.01

**Sector:** Media

**Website:** [www.mediacentralcorp.com](http://www.mediacentralcorp.com)

#### Company Synopsis:

MediaCentral (CSE: FLYY, FSE: 3AT) is consolidating the over 100 million coveted and premium readers of the 100 Alternative Weekly newspapers across North America. &nbsp; Creating the most significant untapped audience of influencers in North America.

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