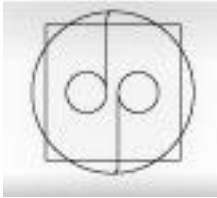


Boyce Resigns from Nextyvia; Accepts New Position with Mindpress

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Effective immediately, Graeme Boyce has resigned as Vice President Marketing and Communications at Calgary-based Nextyvia, and has accepted a partner position with Mindpress. A start-up, Nextyvia was formed after Global MainFrame had successfully merged with MapFusion in spring 2008 which was then foiled after a boardroom battle erupted several months later for operational control.

Based in Toronto, Mindpress is a marketing agency focused on delivering production capacity to clients in the short-term, while growing to accommodate extensive proprietary projects in the long-term. "Currently," Boyce states, "the company is capable of not only assessing and managing creative teams but also balancing needs effectively and allocating resources to properly execute business plans, such as Popular Destination and The Critic."

Mindpress creates integrated campaigns to ensure the success of its clients, who typically need to introduce new product or launch a new company. "We have done everything in the past, appreciating different needs and different budgets, from designing logos to producing filmed entertainment," says Mindpress president Milan Cobanov. "With respect to the production of content, we specialize in communicating corporate messages through video clips, whether online or on discs, as well as distributing through social networking sites to maximize our collaborative efforts."

Boyce began his career in communications over 25 years ago working for the Holiday Inn chain in Toronto before accepting a senior management position at the prestigious Elbow Beach Hotel in Bermuda. Upon his return to Canada, Boyce joined RPM Weekly and worked for 4 years as the National News Editor. In 1989, he launched Raw Energy, successfully developing and positioning a brand of entertainment over the next decade that was distributed in 23 countries around the world.

Additionally, the company worked with major clients from Coca Cola to Reebok to reach youth and young adults across North America by delivering popular events involving skateboarding, snowboarding and wakeboarding, and critically driving consumers to websites. For his work in the entertainment industry, Boyce was voted onto Showbiz Weekly's Wall of Fame in 2001, alongside many other Canadian luminaries.

With the advent and commercialization of an Internet-aided economy in the late 90s, Boyce went to work with a variety of entrepreneurs and investors to exploit several lucrative financing opportunities. "As a seasoned marketing veteran who could put theory into practice," Boyce explains, "I found myself creating new brands and managing many talented people to take advantage of evolving marketing strategies. There is obviously a lot of opportunity today providing key messaging into mobile devices."

For further information on Graeme Boyce or Mindpress, please contact Graeme directly in Toronto at 416-402-8591 or through the website: www.mindpress.ca

Recognizing the evolving state of consumer retail marketing that must include mobile content delivery and tactical social networking, career communicator Graeme Boyce has accepted a new appointment with Mindpress in Toronto and will begin to grow the company.

Mindpress is foremost a creative services agency. We work to secure wealth and create fiscal opportunities by sharing our creative talents with our partners. Taking great business ideas to new heights by revealing and capitalizing upon design strengths is how to win in the marketplace. When a great idea is generated the world deserves to know.

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