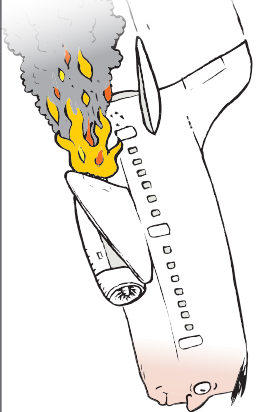


TORONTO'S GREAT 2010 MAYORAL RACE – FEBRUARY FOLLIES



ADAM GIAMBRONE
Falls flat on the couch

His 2010 election campaign zipped up in spectacular fashion as his personal life rocks his professional ambitions. Couches at City Hall get a bad reputation as a result of liaisons. Only question left is whether Giambrone will run for councillor or just lay low.



GEORGE SMITHERMAN
Wins with Giambrone loss

OVERALL: The sands of Furious George's policies are hard to corral. He'll try to reduce or eliminate the vehicle registration fee. He'll look at road tolls. Squirm. Wiggle.
ON THE BUDGET: He'll sacrifice hobby horses. He'll do a line-by-line review of expenses. Never heard that before.
GIAMBONER: He gets biggest rise out of the fall of a contender on the left.
FACEBOOK GROUPIES: 1,570



ROCCO ROSSI
Wounded by Giambrone's exit

OVERALL: Consistently pecking, pecking, pecking. Getting his name in the paper.
ON THE BUDGET: It's been Fat Tuesday at City Hall, he said on Fat Tuesday. He'd auction off assets. Blasts city for still planning year-to-year, but city already has a hole evaluated and dug for next year.
GIAMBONER: Rocco's in a hard place. Losing big player on left hurts him, losing ability to attack TTC chairman hurts him. Where's the Viagra?
FACEBOOK FANS: 5,545



SARAH THOMSON
Needs to find momentum

OVERALL: *Women's Post* publisher puts herself on the front page of her newspaper as "Toronto's next mayor." Otherwise, no implosion, no excitement. Needs to find momentum.
ON THE BUDGET: Balancing on hope and prayer, says Thomson, who encourages our city to bid on projects outside Toronto to build up revenue stream to pay for city staff.
GIAMBONER: Hard to gauge any effect at this point in her campaign
FACEBOOK FANS: 452



JOE PANTALONE
Will the left flock?

OVERALL: Where's the passion, Joe? It all just seems a little lacking.
BUDGET: There are no easy answers. There is no service we provide we can do without. Not exactly a vote-grabber.
GIAMBONER: Huge score. While rush to Joe with loss of other lefty candidate never materialized, standing out there on his own can't hurt.
FACEBOOK FANS: 131



GIORGIO MAMMOLITI
Red light in this district

OVERALL: Thursday's launch makes him look like a clown. Casinos, red light districts, no property tax for seniors. Massive staff cuts. Right.
BUDGET: Surviving on the same old concepts won't work, he'll look to cut entire programs and bring equity to all areas of the city
GIAMBONER: No effect
FACEBOOK FANS: 189



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