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23 February 2009, TORONTO

Sharp editor makes television appearance

Michael La Fave, co-founder and editorial/creative director of *Contempo Media Inc.*, recently got the chance to try out his onscreen skills, appearing on an episode of CBC's *Fortune Hunters* that aired over the weekend. The episode can be viewed [here](#).

La Fave, who edits *Contempo's* flagship magazine, *Sharp*, a national lifestyle magazine for men, said the gig came about when a CBC producer phoned *Contempo* co-founder John McGouran early one recent Sunday morning.



Michael La Fave with co-panelist Mark McEwan.

Fave told us via e-mail. "Apparently the producer Googles 'Luxury Men's Magazine' and *Sharp* came up right away. There wasn't a lot of time to chat but they seemed to want a magazine editor as an 'expert' to replace Arlene and thanks to Google and our [recently redesigned] site's premium look and feel they surmised we were an appropriate fit."

Canadians may be seeing more of La Fave on television in the near future; he's currently working on a pilot for SharpTV.

- M.U.

"Their scheduled panelist was stuck in Calgary (Arlene Dickinson from *Dragon's Den*) and they needed someone to speak about the luxury segment in Canada," La

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