

THE BUZZ / BREAKING ENTERTAINMENT NEWS

The Globe Review

**Walrus makes plea to public for donations**

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Toronto -- The **Walrus**, the award-winning Toronto-based current-affairs magazine, has launched an online appeal for money to overcome a \$500,000 shortfall in advertising revenue. Shelley Ambrose, The **Walrus**'s co-publisher and executive director of the charitable foundation that produces it, posted the video plea on the magazine's website Tuesday. Because "advertising has fallen off the cliff," she says in the video, The **Walrus** is "quite literally clinging to the ice floe."

Yesterday in an interview, Ambrose said: "I don't think frankly that we're going to raise half-a-million dollars in small donations. We're also looking, as usual, for the great white knight benefactor." Ambrose said no deadline has been set for reaching the donation threshold, nor would she hazard a guess as to how long The **Walrus** can survive. "That's why I say 'we're clinging to the ice floe' and not 'we have died.'"

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