The 2011 campaign season is officially underway as candidates for public office participated in a signing ceremony at the Monroe County office building.

The annual signing of the Fair Election Practices Campaign Pledge was sponsored by the League of Women Voters and the Interfaith Alliance of Rochester.

Monroe County Executive Maggie Brooks and her democratic challenger, Sandra Frankel, were among those who signed the pledge.

"This is a nice way for the community to understand that you go into this in good faith and want to have an issues oriented, positive campaign. That's the way the community gets the most out of it," said Maggie Brooks.

"Signing the pledge means that we are committing to running campaigns on the issues. No personal attacks but really focusing on the problems, solutions, things that are important to the people of Monroe County," said Sandra Frankel.

Some candidates said the signing came after they sent out literature for next week's primary election.

Beginning next year there will be two signings; one for primaries and another for the general election.