

FOR IMMEDIATE RELEASE

Contact: Lee Keller
lee@thekellergroup.com
(206) 799-3805



Enterprise Washington recognized for voter education and political outreach programs



(Seattle, Wash. – Dec. 16, 2010) – Enterprise Washington has received the STAR Award from the national business organization BIPAC for its efforts in engaging employees and voters in the public policy and elections processes in Washington state. The award recognizes Enterprise Washington for outstanding integration of grassroots programming in its statewide election efforts.

"We are extremely proud of G.R.O.W., the grassroots program we have built in Washington state, and it is a great honor to received this national award," said Erin McCallum, president of Enterprise Washington. "We look forward to continuing to improve the G.R.O.W. program, extending its reach and helping to elect even more business-friendly Democrat and Republican legislators in our state."

Enterprise Washington's G.R.O.W. program (Growing Roots for Our Workforce) communicated with more than 350,000 individuals in Washington state during 2009-10. The program, part of BIPAC's national Prosperity Project network, focuses on the direct impact that public policy and politics have on jobs and economic growth. It allows individuals to make a difference in their own prosperity by becoming more informed about those issues and taking actions that are in their own best interest.

The information shared via the G.R.O.W. program can be found at www.growwa.com.

"The programs and activities undertaken by Enterprise Washington have a very positive impact on the economy and job creation in Washington state," said Gregory Casey, President and CEO of BIPAC. "The national business community understands the hard work and thoughtful leadership that makes such efforts possible, and we are pleased to recognize these examples from one of the very best and most effective grassroots and issue education initiatives in the country."

The Prosperity Project, also known as P2, is a national program that is designed to engage employees and voters on public policy issues and motivate them to exercise their right to vote. It is one of the nation's largest business grassroots networks, with more than 40 affiliated state programs. During the 2010 election cycle, P2 delivered nearly 200 million messages to employees and associates across the nation, provided more than 2 million voter forms and generated 2 million messages to elected officials.

While voter interest remains steady, understanding of economic issues still lags. Enterprise Washington's G.R.O.W. program and the Prosperity Project as a whole are designed to help bridge that gap effectively and provide individuals with useful information when making important decisions. Rather than telling people how to vote, it arms them with valid data to help them reach informed opinions of their own.

The nonprofit, nonpartisan organization Enterprise Washington (www.enterprisewashington.org) helps companies and employees better understand how elected officials establish public policy, and how to become more involved in the political process. Growing Roots for Our Workforce, GROW, is Enterprise Washington's grassroots program dedicated to voter education and supporting jobs and the economy.

About BIPAC: BIPAC was founded in 1963 with the goal of electing pro-prosperity candidates to higher office. Enhancing member policy influence remains the BIPAC vision today. An independent, bipartisan organization, BIPAC is supported by several hundred of the nation's leading businesses and trade associations. BIPAC enables more effective business participation in the political process. It does not lobby. Instead, BIPAC offers a wide range of tools and strategies to help more than 4,000 businesses and associations reach their public policy goals. BIPAC takes an integrated approach to political involvement, combining grassroots advocacy and PAC Resources, all directed by nationally-recognized political analysis.

###