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MEDIA ADVISORY

January 25, 2008

FOR IMMEDIATE RELEASE

Innovative Initiative to Coordinate Efforts in Issues of Financial Stability – For Nebraskans, Communities, Businesses and the State

Press Conference

As rising costs in areas such as transportation, health care, and child care continue to put pressure on both working families and local businesses, leaders in the business, human service, non-profit, and philanthropic fields will come together to announce a new initiative called 'Opportunity@Work.' With consistent news of an economic downturn, it is crucial that at this time several sectors of society work together to ensure that Nebraska is not just getting by, but getting ahead. Opportunity@Work is a coalition of organizations and businesses working to enhance Nebraska's workforce by supporting programs and initiatives that create opportunity for working families to achieve financial stability, contribute to the prosperity of local communities, and strengthen the state's economy.

This event will be attended by members of the statewide coalition – from the non-profit, business, philanthropic and service providing sectors - and a list of Opportunity@Work partners represented will be provided to the press at the press conference.

What: Simultaneous Press Conferences announcing Opportunity@Work and the launch of its website. The website will go live on January 30, 2008 at 12:00 p.m. CST

When: Wednesday, January 30, 2008 10:30 a.m. CST

Where: **LINCOLN: Lincoln Action Program**
210 'O' Street, Lincoln, Nebraska 68508

OMAHA: Greater Omaha Chamber of Commerce
1301 Harney Street, Omaha, NE

Press conference will take place in the boardroom and parking is available in the lot west of the building.

For further information or to arrange a pre-press conference interview, please contact Annemarie Bailey Fowler or Jill Westfall at Voices for Children – (402) 597-3100 or (402) 213-3105.

A FIRM EMBARGO is placed on information pertaining to the launch of Opportunity@Work until January 30, 2008 at 10:30 a.m. CST.