



Business Industry Political Action Committee
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BIPAC ADDS TWO ADDITIONAL STATES TO NATIONAL GRASSROOTS NETWORK

(Washington, DC) – The Business Industry Political Action Committee (BIPAC) announced today that it has reached agreement with The Arizona Chamber of Commerce and Industry and the Utah Prosperity Project Coalition to provide its cutting-edge, web-based grassroots programs and tools to employers and business groups in those key Western states.

These latest agreements, following the recent notice of partnerships with the California and Michigan Chambers of Commerce, signal BIPAC’s continuing success in growing the nation’s largest business grassroots network, now approaching 40 affiliated state programs and an estimated potential audience of more than 10 million individuals.

Prosperity Project programming is completely non-partisan in nature, but unabashedly makes the case that a strong economy and sustained prosperity can only come about from an electorate that is informed and involved in protecting the fundamental principles of free enterprise in America.

“Research and polling continues to demonstrate that despite commonly held misconceptions, a growing number of Americans still see themselves as occupying the middle of the political road” Greg Casey, President and CEO of BIPAC, said. “These individuals understand inherently that free markets and our capitalist system are the key to providing opportunity and prosperity for everyone. To ensure the road to economic recovery, the business community must tap into that potential and motivate employees to learn more and to take action.”

BIPAC helps business be more successful by combining the power of modern communication methods with a political strategy that supports the goals of economic growth, competitiveness, and job security for American workers. Prosperity Project tools allow employers and organizations to create a branded, customized web destination for their audience. Users are able to view multimedia content on important economic issues; be matched with their federal, state and local elected officials; see how lawmakers voted; access voter registration forms in any jurisdiction in the U.S.; request early ballots, and more.

BIPAC is also helping lead the U.S. to more efficient and secure electronic delivery of ballots and co-chairs the PEW Alliance for Military and Overseas Voters Rights Technology Assessment and Development Committee.

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Recognized as a leader in developing web-based grassroots technology and political strategy for the business community, BIPAC is also helping set standards for information systems and data security through its leadership with the Kantara Initiative and the Liberty Alliance, where BIPAC co-wrote international privacy deployment guidelines. BIPAC and the Prosperity Project employ the most advanced identity standards and best practices for managing privacy.

"Employers and business interests in our state recognize that to reach employees and potential voters today, we need a new communication model that capitalizes on existing relationships and offers the highest degree of flexibility and security," Glenn Hamer, President and CEO of the Arizona Chamber of Commerce of Industry, said. "I know that state organizations and companies around the country increasingly trust BIPAC and the Prosperity Project to provide the right grassroots tools and strategy, and I am looking forward to Arizona being part of this powerful network."

Business organizations around the country are already seeing voter interest and involvement increase, while understanding of economic issues lags. The Prosperity Project is designed to help bridge that gap effectively and provide individuals with useful information when making important decisions.

BIPAC's grassroots tools power a number of recognized and award-winning outreach programs across the nation, allowing employees and associates to become more educated and informed on important economic and policy issues. The Prosperity Project network includes a majority of the Fortune 100 companies, a large number of the nation's most preeminent employers and business groups representing every sector of the economy.

"BIPAC's experience in deploying the Prosperity Project nationally is paying real dividends to business and to employees all across America," Jeff Hartley, Director of the Utah Prosperity Project Coalition, said. "By helping individuals understand how public policy and politics affect their industry, their employer, and their job, the Prosperity Project is doing a real service in advancing the interests of the entire country. Employers and businesses in Utah recognize that we must engage the citizens of our state with these powerful tools."

BIPAC expects to make additional announcements of partnership agreements with key state business organizations during the next few weeks.