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Arizona Chamber recognized for voter education and political outreach programs

(Washington, DC) – The Arizona Chamber of Commerce and Industry has received recognition for voter registration/GOTV efforts from the national business organization BIPAC. The Chamber received the STAR Award for its successful Prosperity Project initiative.

Using the Prosperity Project, the Arizona Chamber communicated with more than 125,000 Arizonans during 2009-10. The program 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 Arizona Prosperity Project can be found at www.azprosperity.org.

"The programs and activities undertaken by the Arizona Chamber have a very positive impact on the economy and job creation in the state," Gregory Casey, President and CEO of BIPAC, said. "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 and an estimated potential audience of more than 10 million individuals. 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. The Prosperity Project is 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.

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.