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BIPAC adds Montana, New Jersey and South Carolina to national Prosperity Project network

(Washington, DC) – The Business Industry Political Action Committee (BIPAC) announced today that it has reached agreements with three additional statewide business organizations to deploy its national grassroots and employee political education program known as the Prosperity Project. One of those organizations will use the program to communicate information related to an important gubernatorial election this year.

The Montana Chamber of Commerce, The New Jersey Food Council, and the South Carolina Chamber of Commerce have joined the growing number of leading business entities that recognize the Prosperity Project’s unique structure and tools make it the most effective method of business communication to employees and associates on economic issues, public policy, and the elections process.

BIPAC created the Prosperity Project to give the business community the means to impact public policy by capitalizing on the relationship employers have with their employees, and the high level of credibility that employees give information from their companies that pertains to their jobs and prosperity. It utilizes web sites and other communications methods to share information about legislation, regulations, elected officials and voter involvement tools.

“American business must take the leading role in communicating the issues and information that will put us back on the road to economic recovery and growth,” Gregory S. Casey, President and CEO of BIPAC, said. “The business community cannot outsource this important aspect of their corporate citizenship any longer. Each employer has a critical stake in the effort to help every citizen understand the importance of free enterprise in a democratic society, and how public policy and politics have a real impact on our competitiveness and our ability to create and maintain jobs.”

BIPAC uses research-driven methods that are coupled with the latest technology and are guided by top level political analysis to develop communication programs that are unparalleled in the grassroots field. The success that the organization has enjoyed in reaching growing numbers of businesses and employees throughout the nation is leading more state organizations to join the program each month.

“The Montana Chamber was impressed by the level of research and development that has gone into the creation of the Prosperity Project Program,” Webb Brown, CAE, President and CEO of the Montana Chamber of Commerce, said. “When looking for effective ways to get our message about the economy and key public policy issues out to the public, it became clear that the Prosperity Project model provided the highest level of credibility and impact.”

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Partnership with statewide business organizations is one of the key ingredients to the Prosperity Project's success. By working closely with experts at the state level, the program provides participants a full range of information that is most relevant to the constituency in each state.

"Given the very real challenges faced by employers throughout New Jersey and our entire nation, we feel that the Prosperity Project is exactly the right tool to help inform and engage employees on the issues that are most important to their jobs and their families' prosperity," Linda Doherty, President of the New Jersey Food Council, said. "We plan to utilize the program and the network to expose the entire business community, their employees and their consumers to information about these important issues."

The experience that comes with partnership with BIPAC and the Prosperity Project helps employers and business organizations become more effective with their outreach and communications right away. This is particularly important in states such as New Jersey.

"Our state is in a unique position because of the need to communicate important information related to our elections for Governor and Lt. Governor, state legislature and various county and local offices this year," Michael Turner, Executive Director of the New Jersey Prosperity Project, said. "We are mobilizing to make more citizens aware of how these races affect them and the economy of our state, and as a result, we will have a running start going into the 2010 election cycle."

Information shared with employees and associates through the Prosperity Project is well-received by employees because it provides them valuable information, but respects their right to decide and choose when it comes to issues and elections. Rather than telling people how to vote, it arms them with valid data to help them reach informed opinions of their own.

"Employers and business groups need to engage their employees and associates if we are to promote a healthy discussion on actions at the federal and state level that impact jobs and our economy," Otis B. Rawl, Jr., President and CEO of the South Carolina Chamber of Commerce, said. "We can't rely on someone else to communicate these issues for us. We need to empower employees and citizens to make responsible choices based on sound information that relates to their own prosperity and quality of life."

These latest agreements, following on the heels of new partnerships with the Arizona, California and Michigan Chambers of Commerce and a coalition of Utah business interests, signal BIPAC's continuing success in growing the nation's largest business grassroots network, now approaching 42 affiliated state programs and an estimated potential audience of more than 10 million individuals.

About BIPAC: BIPAC was founded in 1963 as America's first business PAC, with the goal of electing 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 3,600 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.