



FOR IMMEDIATE RELEASE

Contact: Stacey Pantazis or
Jessica K. Laufer
Telephone: 310.575.9200
E-mail: Stacey@lauferpr.com

One Economy's 9th Annual Gala: oe9 A Debut of Public- Purpose Media

Evening featured the Second Season Premiere of Robert Townsend's Diary of a Single Mom

Washington, D.C., September 30, 2009—One Economy Corporation celebrated nine years of delivering the power of technology and information to low-income people worldwide at their 9th Annual Gala, *oe9: A Debut of Public Purpose Media* on September 24th. Held at the iconic Newseum on Pennsylvania Avenue, One Economy showcased the transformative power of public- purpose media, premiering the second season of One Economy's online series *Diary of a Single Mom*, produced and directed by the award-winning Robert Townsend.

Oe9 featured One Economy CEO, Rey Ramsey and Robert Townsend joined by the entire *Diary* cast: Monica Calhoun, Valery Ortiz, Janice Lynde, Billy Dee Williams, Richard Roundtree and Leon. Additional Public Purpose Media debuted at the event includes *The Spenders* and *50 People, One Question*, as well as an announcement of the forthcoming Pic.tv series, *Who's Cooking with Chilli*, with the Grammy-winning musical group TLC's Chilli, also in attendance.

"Public-purpose media reflects the convergence between entertainment and online resources that can change lives," said Robert Townsend. "It's time we produce content that is meaningful and relevant to people. It's as entertaining as it has always been, but it also allows people to become more active participants in the trajectory of their lives."

Public-purpose media is strategically targeted online content designed to increase the relevancy of online content, particularly for low-income people. One Economy's Public Internet Channel (www.pic.tv) is the hub of public-purpose media, providing online content that not only entertains, but engages, informs and facilitates action. One of the foremost tools of public-purpose media is the "Make it Easy Toolbox" which connects audiences with relevant, local information on content featured in public-purpose programming. For example, in *Diary of a Single Mom*, the protagonist, Ocean Jackson, works to get her GED. While the storyline unfolds onscreen, the "Make it Easy Toolbox" provides audience members with actionable content for obtaining a GED in their area.

"Public-purpose media is designed to engage while simultaneously providing opportunities for people to take action. It's a 21st century solution to 21st century problems," said Rey Ramsey, CEO, One Economy. "We must challenge ourselves to create online content and technology solutions that are as relevant to people's lives and needs as they are entertaining. That's the key to getting communities online and delivering the resources people need most."

To highlight community leaders in technology, One Economy presented two awards at the gala event to outstanding individuals who have transformed their communities through technology. Lier Guo, a 17 year-old first-generation Chinese immigrant, was awarded the Lisa Y. Sullivan Horizon Award for her extraordinary work promoting technology in the community of East Central San Francisco. Guo arrived in the US from Zhuzhou, China in 2008 and, despite limited English skills and living with 20 family members in a single-family home, she has excelled as a One Economy Digital Connector.

Vivian Saunders, executive director of the Bertie County Hive, was awarded the Metcalfe Digital Opportunity Award for her efforts to bring the advantages of technology to the people of Bertie County, NC. With over a quarter of county residents—and 60 percent of single moms—living below the poverty line, and nearly 40 percent of adults without a high school diploma or GED, “The Bertie Hive” provides social services, job training, digital literacy programs, and a safe, stable environment to the residents of Bertie County. To date, the Hive has trained 2,000 Bertie County residents and over 100 students through Digital Connectors and Hive Academy programs. Saunders accepted the award alongside four of Bertie County’s Digital Connectors.

“It has been an honor coming here and bringing four of my Hivesmen,” said Saunders. “The world has told them for so many years that they can’t—that they can’t do well in school, that they can’t follow their dreams, that they can’t fulfill their potential. But the Bertie Hive, and One Economy’s support, tells them they can. Regardless of the obstacles before us, technology is enabling the people of Bertie County to succeed in this 21st century economy.”

In conjunction with the gala, Townsend and the cast premiered *Diary of a Single Mom* at the Potomac Gardens, a District of Columbia Housing Authority property, on Friday, September 25th to a packed house with standing room only. One Economy AmeriCorps VISTAs held onsite technology training and introduced community members to online resources concerning health care, continuing education, and personal finance. Additionally, a new laptop computer was raffled. The event invigorated the crowd, with attendees swarming cast members for autographs and photos.

Photos of both events are available at <http://www.flickr.com/photos/12428594@N03/sets/>.

####

About One Economy

One Economy is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy's online tools and resources to build better lives, including the Public Internet Channel. To date, One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East. To learn more visit, www.one-economy.com.