

For Immediate Release



***In 42 states, Public and Private Partnership making a difference in families' lives***

Washington, D.C — November 1, 2006 - A simple policy change in California has had a major impact on the lives of the Ahmad family, Pakistani immigrants living in an affordable housing development in San Francisco. Two years ago, after meeting with staff from One Economy Corporation, the California Tax Credit Allocation Committee (CTCAC) made a decision to give priority funding status to developers who agreed to build units with high-speed Internet infrastructure and to provide residents of those units with high-speed service at no charge. After receiving funding from the CTCAC to develop the Ahmad family's building, the developers committed to provide Internet service at no charge to all residents of that building. With in-home Internet service, the Ahmad children have been able to ease their transition to American schools, to search for colleges online, and to join the other low-income families who are going online for educational and asset-building purposes.

The Ahmads are one of thousands of families who now have in-home high-speed Internet infrastructure and/or service as a result of the Bring IT Home Campaign, a unique collaboration between the public and private sector. One Economy ([www.one-economy.com](http://www.one-economy.com)), a multi-national nonprofit organization, launched the Bring IT Home campaign in 2004 with the goal of ensuring that all new affordable housing built in this country is equipped with high-speed Internet infrastructure. To date, 42 states, one county, and three cities have joined the Campaign by adopting housing policies that bring high-speed Internet access to affordable housing developments, impacting more than billions of construction and rehabilitation.

With Senate Majority Leader Senator Bill Frist and Senate Minority Leader Senator Harry Reid serving as Honorary Co-Chairs, *Bring IT Home* has garnered the support from both sides of the aisle.

"This program is a great example of what we can accomplish through public and private partnerships. Empowering low-income Americans with access to information technology is essential to ensuring all of our citizens have an opportunity for financial success in the 21st Century," says Senator Majority Leader Bill Frist.

Other support came from the private, public, and non-profit sectors. AT&T, BellSouth, Cisco Systems, eBay, Fannie Mae Foundation, Freddie Mac, Google, Intel, InterActiveCorp, Microsoft, Qwest, TimeWarner, Verizon, and Yahoo! financially underwrote the Bring IT Home Campaign and nearly 120 community-based and national nonprofit organizations endorsed the Campaign along with the Beehive ([www.thebeehive.org](http://www.thebeehive.org)), One Economy's bilingual self-help website that connects people living in affordable housing to information and resources they can use to improve their lives.

"When you put technology into the home, it becomes a part of your life, then your culture. IT leads to change," said Rey Ramsey, Chief Executive Officer of One Economy. "Bring IT Home will change the way we think about housing. Housing will now become a connector to the digital age. Our goal is to maximize the efficiencies of the Internet and create a means to get low-income families online rather than standing in line."

Bring IT Home's impact will continue to grow as new affordable housing units equipped with broadband infrastructure are built each year. In addition, One Economy will continue to work with state agencies to maximize the number of families impacted by these changes. To view a report on the Bring IT Home

Campaign's impact, please visit: [www.one-economy.com/pdf/bih\\_2006\\_report-low-res.pdf](http://www.one-economy.com/pdf/bih_2006_report-low-res.pdf)

### **About One Economy Corporation**

One Economy Corporation is a multi-national nonprofit founded in 2000 that uses technology-based strategies to help low income people improve their lives and join the economic mainstream. One Economy's strategy brings broadband into the home along with online content through their bilingual consumer website the Beehive ([www.thebeehive.org](http://www.thebeehive.org)). Through its Bring IT Home campaign, One Economy has helped bring broadband into the homes of 200,000 low-income people. To date nearly nine million individuals have used the Beehive. One Economy recently launched a campaign to expand these online offerings by creating the Public Internet Channel. For more information, visit [www.one-economy.com](http://www.one-economy.com).

### **Media Contact:**

Cassie Salinas  
**One Economy Corporation**  
503.542.0862  
[csalinas@one-economy.com](mailto:csalinas@one-economy.com)