



FOR IMMEDIATE RELEASE

One Economy, Oregon Public Broadcasting introduces the Meth Take Action website

Portland, OR – November 8, 2006 -Twenty years ago, methamphetamine abuse started in the Western United States, but began spreading rapidly into the Midwest. Now the drug has reached the East Coast. To explore this devastating issue and facilitate solutions, Oregon Public Broadcasting (OPB) and national nonprofit One Economy Corporation have teamed up to produce an English/Spanish web resource, the Meth Take Action Center . Drawing from OPB' s multi-platform initiative, Meth: The Oregon Front, this new resource focuses on educating visitors about the impact of Meth on individuals, families and communities, as well as connecting people to information and resources nationwide . Meth Take Action is hosted on One Economy's bilingual consumer website, the Beehive (www.thebeehive.org/methtakeaction).

"OPB is pleased to be part of this innovative partnership," said Steve Bass, president and CEO of OPB. "We're gratified that the body of work we have done on this problem will continue to affect progress in finding solutions to this epidemic facing Oregon and the nation," said Bass. More information on OPB's meth initiative is available at www.opb.org/meth.

Meth Take Action features information and interactive content concerning methamphetamine, including warning signs of addiction and avenues for treatment. The national version of OPB's content will be available on more than 30 Beehives across the country. One Economy will feature this new content from Oregon Public Broadcasting within the Beehive's Health/ Salud section. The Beehive, (www.thebeehive.org) is a national website that was launched by One Economy in 2001, educating users about issues like child care, transportation, housing, homework help and other relevant life tools. Since its launch, nearly nine million individuals have visited the site in both English and Spanish.

"One Economy's mission is to maximize the potential of technology to help people improve their lives," said Rob Bole, Vice President, Western Region of One Economy Corporation. "We're proud to partner with committed organizations in Oregon such as Oregon Public Broadcasting, to empower families with the tools and resources they need to improve the quality of their lives."

This content and marketing partnership will serve as a model for future alliances between One Economy and Oregon Public Broadcasting.

About OPB

OPB is the state's most far-reaching and accessible media resource, providing free access to programming for children and adults designed to give voice to community, connect Oregon and its neighbors and illuminate a wider world. Every week, over 1.5 million people tune in to or log on to OPB's Television, Radio and Internet delivered services. As the hub of operations for the state's Emergency Broadcast and Amber Alert services, OPB serves as the backbone for the distribution of critical information to broadcasters and homes throughout Oregon. Oregon Public Broadcasting is a statewide network that includes OPB Television, an affiliate of the Public Broadcasting Service (PBS), and OPB Radio, presenting local news coverage and the programs of National Public Radio (NPR), Public Radio International (PRI) and American Public Media (APM). The OPB Web site is opb.org.

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). 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.

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