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## FOR IMMEDIATE RELEASE

### UNITED WAY OF THE COASTAL BEND NAMED LEAD LOCAL ORGANIZATION TO NEW NATIONAL ASSETS & OPPORTUNITY NETWORK

Corpus Christi, TX (September 15, 2011) – The Corporation for Enterprise Development (CFED) selected United Way of the Coastal Bend to the inaugural set of organizations named in the [Assets & Opportunity Network](#). The national network is a collection of advocates, practitioners, policymakers and others working to expand economic opportunity for low-income families and communities. United Way of the Coastal Bend was one of four Texas organizations named to the network along with RAISE Texas, United Way of Greater Houston and YWCA of Metropolitan Dallas.

Connecting members to information and resource sharing opportunities the network serves to empower change at the state and local policy, coalition-building and service delivery levels. The selected organizations will be responsible for building and strengthening local information sharing systems to document and report on a broad range of asset-building strategies. United Way of the Coastal Bend will host, manage and share information about the network's activities through a CFED microsite to further engage the community in the local and national advocacy conversation.

“This opportunity will allow us to share best practices and successful programming with folks doing the same work in other parts of the country,” shared Donna Hurley, vice president of community impact. “As we work locally on financial education and asset building issues, we will also participate in the larger state and national policy debates that can benefit low to moderate income households.”

As a lead organization, UWCB will also play a role in helping to review and share local and regional data for CFED's annually published [Assets & Opportunities Scorecard](#), a comprehensive look at wealth, poverty and the financial security of families in the United States. The scorecard assesses the 50 states and the District of Columbia on how well residents are faring and what states can do to help residents build and protect assets.

“With poverty rates around the country the highest they've ever been, there is no question that our work under the focus area *Income* is more important than ever,” added Catrina Wilson, president and CEO. “Bringing the national conversation from the Assets & Opportunity Network to the local efforts of groups like the CASH Coalition and others on the frontlines to finding solutions to the issues that face our area's working poor will be such a benefit.”

#### ***About United Way of the Coastal Bend***

United Way of the Coastal Bend is improving lives by mobilizing the caring power of community. Focusing on the basic building blocks for a good life: Education, Income and Health United Way of the Coastal Bend provides funding to over 40 programs in Bee, Jim Wells, Kleberg, Live Oak, Nueces and San

Patricio Counties. For more information on how you can join the United Way and its partners to build a stronger community, please visit [www.uwcb.org](http://www.uwcb.org) call (361)882-2529 or follow United Way of the Coastal Bend on Facebook <http://www.facebook.com/UWCoastalBend> or Twitter <http://twitter.com/UnitedWayCB>.

***About CFED***

CFED – the Corporation for Enterprise Development – is a national nonprofit that expands economic opportunity by helping Americans start and grow businesses, go to college, own a home and save for their children’s and own economic futures. We identify promising ideas, test and refine them in communities to find out what works, craft policies and products to help good ideas reach scale, and develop partnerships to promote lasting change. We bring together community practice, public policy and private markets in new and effective ways to achieve greater economic impact. CFED is a leader in the field of asset-building for children, and has pioneered numerous children’s savings initiatives across the nation. To learn more, visit [www.cfed.org](http://www.cfed.org).

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