

Budget coalition launches new web video campaign backing public investment

Together NC's animated web advertisement supports vital services, pokes fun at South Carolina

RALEIGH (Jan. 26, 2011) -- Together NC, a budget coalition of more than 120 organizations, released [a new animated web advertisement](#) this morning calling on North Carolina to maintain vital public investments in the state's future.

The advertisement, which the coalition will distribute through numerous channels, contains a pointed and humorous commentary on North Carolina's future -- while making the deadly serious point that public investment is the best way to keep North Carolina great.

See the YouTube version here: <http://www.youtube.com/watch?v=TEWLV21jg-0>

The ad's message: keeping teachers and firefighters at work pays off, and avoids North Carolina turning into South Carolina.

"This is just the first step in a social media campaign to support public investment," said Rob Thompson, a coordinator of the Together NC coalition. "Now more than ever, public investment matters, and we need to use creative strategies to reinforce that message."

The video is timed to coincide with the legislature's first day in session, and is the first step in a wide-ranging viral campaign by Together NC. The video will be distributed via social media such as Facebook, Twitter, and Vimeo in addition to being available at togethernc.org.

Together NC is a coalition of nonprofit groups, service providers, advocates and grassroots organizations fighting for a balanced approach that includes revenue to solve the state's budget crisis.

More information is available at www.togethernc.org or www.twitter.com/togethernc

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