

ECHO News Release

Emergency, Community and Health Outreach

FOR IMMEDIATE RELEASE



Shutdown Campaign Aims to Guide MN's Vulnerable Populations During State's Crisis

Ethnic Community Leaders, Local Nonprofit and Business Leaders Speak Out to Help Vulnerable Populations Hang On.

St. Paul, MN (July 14, 2011) – Without a government shutdown resolution in sight, ECHO Minnesota, a 501(c) 3 nonprofit, has taken measures to help Minnesota's most vulnerable populations in the Latino, Somali, Hmong, and low-literacy English communities understand how and why a shutdown happened, which of the services they depend upon have been stopped or limited, and where to find additional resources.

"Information about the shutdown can't reach the underserved fast enough. This information is critical so they can adjust economically, socially, and emotionally," said Lillian McDonald, ECHO's Executive Director.

Information will reach communities in the form of television programs, public service announcements, DVDs, fliers, and more in four languages.

Television programs will feature high-profile community leaders and experts in a discussion that will bring crucial information to communities about the shutdown. Special guests include:

- Jon Pratt, Executive Director of the Minnesota Council of Nonprofits
- Matt Kramer, Executive Director, St. Paul Chamber of Commerce
- Alberto Monserrate, Co-Founder, CEO & President of Latino Communications
- MayKao Y. Hang, President and CEO of the Wilder Foundation
- Hashi Shafi, Executive Director of the Somali Action Alliance

"Minnesota's shutdown is an historic crisis affecting everyone in some way. It is critical to get this message out to all Minnesotans," said Jon Pratt, Executive Director, Minnesota Council of Nonprofits.

"MN Government Shutdown and You," is sponsored by the St. Paul Foundation and will appear on Twin Cities Public Television's state-wide Minnesota Channel (*tptMN*) Sunday, July 17 and 24. The Latino program will be at 7 p.m., Hmong program at 7:20 p.m., and Somali program at 7:40 p.m. The English broadcast will be on Sunday, July 17 at 6:30 p.m. All programs are available for free streaming any time at www.echominnesota.org.

About ECHO

Formed in 2004, the mission of ECHO is to leverage partnerships to deliver vital health, safety, emergency and civic engagement information to help the ever-changing, diverse population integrate and become successful in Minnesota's communities. For more information visit echominnesota.org.

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