



For Immediate Release

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Equals Three Communications, Inc. Takes Fiscal Responsibility to HBCUs

*Agency Working With National Academy of Public Administration
To Encourage Civic Engagement and Fiscal Responsibility at HBCUs*

Bethesda, MD, November 30, 2009—Equals Three Communications, Inc was recently awarded a contract to begin work with the National Academy of Public Administration (NAPA) on its Budgetball Civic Engagement Initiative.

The Budgetball Civic Engagement Initiative is supported under a grant provided by the W.K. Kellogg Foundation. The goal is to engage participation of Historically Black Colleges and Universities (HBCU) to create dialogue about civic engagement activities related to fiscal responsibility through playing the game “Budgetball” and involving other related activities and events.

“Budgetball” is an innovate sport that combines fiscal strategy and physical play. The sport was designed to help the nation’s youth experience the process of managing debt and savings, while making the connection between personal fiscal responsibility and national debt. Players are exposed to the real-time, physical experience of managing assets and liabilities. During a game, teams score points by passing a volleyball to a teammate in the end zone, while strategically managing their Budgetbucks. Budgetbucks may be borrowed, earned or spent. To win, a team must creatively and responsibly use debt and savings to gain an advantage over their opponents and score more points.

“We are excited to be given the opportunity to collaborate with the National Academy of Public Administration,” said Eugene M. Faison, Jr., Chairman and CEO of Equals Three®. “We are excited about working with NAPA to ensure minority youth have access to tools and education that will promote personal, community and national fiscal health and wellness.”

To learn about Budgetball or watch an action-packed game, please visit www.budgetball.org.

About Equals Three Communications, Inc.

Based in Bethesda, Maryland Equals Three is an award-winning agency with a 27-year history of developing successful social marketing communications campaigns for government agencies, domestic and international, nonprofits, and private sector clients. As a full-service agency, Equals Three offers research and strategic planning, creative services, advertising, marketing and branding, public relations, grassroots mobilization, partnership building and a specialization in multicultural outreach. For more information visit www.equals3.com or call 301.656.3100

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