

news release



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For Immediate Release

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New North Promotes Importance of Diverse Workforce **Efforts by Regional Employers Highlighted in Nation's Largest Daily Newspaper**

NEW NORTH, July 9, 2007 – Leaders from New North, Inc. the regional economic development hub of Northeastern Wisconsin, are continuing efforts to highlight the importance of workplace diversity in the region.

An article in the July 9 edition of USA Today, entitled "Companies Ramp Up Diversity Like Never Before," singled out Procter and Gamble and Weyerhaeuser for proactively seeking diversity in their respective workforces. Both companies are large employers in the region, as Procter and Gamble has a strong manufacturing presence in Green Bay, and Weyerhaeuser operates plants in both Green Bay and Manitowoc.

"In order for our region to remain competitive in the global marketplace, diversity and understanding the importance of supporting the needs of a diverse workforce are essential for our success," said Jerry Murphy, Executive Director of the New North, Inc.

Several New North board members serve on the group's Diversity Committee, which has been very active in reaching out to local companies and establishing a dialogue on workplace diversity.

The New North also announced last week that it is accepting nominations for its first annual People, Possibilities, and Progress Diversity Award, which will recognize businesses and organizations in Northeastern Wisconsin that have demonstrated a commitment to embracing diversity.

For more information on the award or to learn how to apply, please visit <http://www.thenewnorth.com/thenewnorth/home/diversity+award.asp>.

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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