

**FOR IMMEDIATE RELEASE****TIME WARNER CABLE PRESENTS \$45,000 IN-KIND DONATION TO  
COACHELLA VALLEY ECONOMIC PARTNERSHIP**

**Palm Desert, California (October 28, 2010)** – Time Warner Cable (TWC) has made an in-kind investment of \$45,000 in the Coachella Valley Economic Partnership (CVEP). The donation will help bolster CVEP's Coachella Valley Economic Blueprint, a strategic plan for economic development that includes high-value job creation and greater long-term sustainability in the desert region.

"Investing in our communities and helping to make them stronger is a core value at Time Warner Cable," said company Director of Public Affairs Kathi Jacobs, who also has joined CVEP's Board of Directors. "This value prompted TWC to launch Connect a Million Minds, a five-year, \$100 million philanthropic initiative to address America's declining proficiency in science, technology, engineering and math – which puts our children at risk of not competing successfully in a global economy. Through its Career Pathways and Pathways to Success programs, CVEP understands the need for an educated workforce. Continuing to invest in CVEP allows TWC to further its goals in the community.

A fundamental goal of CVEP's Economic Blueprint is economic diversification, with internal and external marketing programs for the Coachella Valley listed as a foremost strategy. TWC will apply its considerable reach toward that goal by running a CVEP promotional video in out-of-area markets such as Los Angeles, San Diego, Colorado and Ohio to draw potential residents and businesses to the desert region. Additionally, CVEP will have access to Time Warner Cable's local studio, newsletter inserts and local programming. This access will enhance CVEP's visibility and its transmission of news related to the local economy and job market.

"We are grateful for the additional media tools Time Warner Cable has provided – and eager to begin utilizing them," said CVEP Chief Operating Officer Wesley Ahlgren. "The company is a committed investor in CVEP and we value our relationship with it."

For more information, contact CVEP at 760.340.1575 or visit [www.cvep.org](http://www.cvep.org).

# # #

**About CVEP:** *Coachella Valley Economic Partnership is an action-oriented, non-profit corporation dedicated to expanding the economy of the Coachella Valley desert region while maintaining the quality of life for a resort environment. CVEP has devoted attention to strategies of business attraction, expansion and retention during the past decade. Today, CVEP also is focusing attention on planning and nurturing the growth of new industry clusters, which include Healthcare and Life Science, Clean Technology/Energy, Supply Chain Management/Logistics and Creative Arts, Media & Design.*