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Coalition of Minnesota Businesses to Government: “Live Within Your Means” *Ad campaign will engage Minnesotans in state budget debate*

Minneapolis, MN – The Coalition of Minnesota Businesses (CMB), an organization of 11 employer groups representing more than 20,000 employers with hundreds of thousands of employees across the state, today announced the start of an ad campaign that will ask Minnesotans to tell government: Live within your means.

The ad campaign directs people to “My Minnesota,” (www.mymn.org). Launched in 2009, **mymn.org** is a nonpartisan effort to unite Minnesotans around the shared goals of strengthening our economy and maintaining our quality of life.

“Minnesota’s business community cares about jobs, and we think most Minnesotans do too,” said Minnesota Business Partnership executive director Charlie Weaver. “These ads capture what Minnesotans are talking about at their kitchen tables. Every day families are making tough choices – we think state government should too. For Minnesota’s elected officials it comes down to this: spend what you have, not what you want.”

The first phase of the issue advocacy campaign consists of radio and internet ads targeting Minnesota’s primary media markets: the Twin Cities metropolitan area, St. Cloud, and Rochester. In addition to these markets, seven other cities and counties have been targeted for phase one.

The three radio ads can be heard at www.mymn.org.

About the Coalition of Minnesota Businesses:

Established in 1990, the Coalition of Minnesota Businesses is a non-partisan, grassroots organization comprised of 11 employer groups representing more than 20,000 Minnesota employers with hundreds of thousands of employees across the state.

About mymn.org:

A project of the CMB started in 2009, *mymn.org* is a nonpartisan initiative designed to change the way we talk with each other about the issues that affect our economic security and everyday quality of life and generate ideas about how we can make it even better. Employees and employers share a vision to get Minnesota moving in the right direction – the importance of jobs and a strong economy, good jobs and good education. *mymn.org* is a new approach to addressing issues important to Minnesota’s future and our quality of life.

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