

Tamarack Institute for Community Engagement

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Contact: Nancy Schaeffer

Office: 519-885-5155 Ext: 103

nancy@tamarackcommunity.ca

**Two New Books Outline Strategies Successful in Reducing Poverty
In Cities Across Canada**

Waterloo, ON February 2, 2009 - Two books outlining successful strategies in reducing poverty in cities across Canada will be launched, Tuesday March 3, 4:00 p.m. at St George's Hall in Waterloo. Both are authored by Paul Born, co-founder of the Tamarack Institute for Community Engagement.

When Paul Born was young, he and his family came to Canada as refugees, displaced persons seeking to create a new life for themselves. His experience of poverty in coming to a country and community of opportunity has shaped one simple guiding question in his life: if poverty cannot be solved in Canada, where else can it be solved?

During his presentation, Paul will speak about his work in forming Opportunities 2000, a program recognized as one of the 40 best practices by the United Nations, and about how it was turned into the national campaign of Vibrant Communities Canada.

“Creating Vibrant Communities: How Individuals and Organizations from Diverse Sectors of Society are Coming Together to Reduced Poverty in Canada” tells the unique and successful story of a new social phenomenon called *Vibrant Communities*, which puts together citizens (no matter what their income), community developers, business people, and representatives from all levels of government to determine needs, community assets, and strategies.

The second book, ***“Community Conversations: Mobilizing the Ideas, Skills, and Passion of Community Organizations, Governments, Businesses, and People”*** outlines the model that made Vibrant Communities initiative such a success. It speaks to the power of bringing together diverse groups of people with different backgrounds and needs – from community organizations, the various levels of government, and businesses big and small – and offers ten practical ways to host conversations in any community.

The launch concludes a sold out daylong workshop (250 people) on the subject of the latest ideas and techniques about social innovation and community change. Co-facilitators of the workshop are two of Canada's leading authorities on these topics, Paul Born and Frances Westley, author of the best-selling book, ***“Getting to Maybe – How the World is Changed.”*** The workshop is sponsored by Social Innovation Generation (SiG), Tamarack Institute, and the University of Waterloo.

High resolution photos of book covers and author available electronically.

Author available for interviews.

 [Click here to visit the Tamarack website for more engaging content!](#)