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PRESS RELEASE

FOR IMMEDIATE RELEASE
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Ethics Headlines Mislead the Public

New website gets people involved with practical info behind the issues

Media coverage of ethics often misses the *real* news. Yet another story last week about corporate ethics abuse points to the lack of practical, relevant information about ethics. (The most recent splash is about Patricia Dunn and the Hewlett Packard Board). The news focus is on the symptom, not the cause.

SWiM™ provides a forum for individuals and organizations to learn, ask questions and develop skills to help look at the real issues, real time. The premise behind SWiM™ is that changes in ethical behavior start within – “**Starting With Me.**” The site was launched recently and features information, tools, advice and an interactive blog to engage people in taking an active role in confronting ethical issues in their personal and organizational lives.

The site’s URL is www.swimstartingwithme.com – an awkward name, but one which hopefully will communicate the main point: ethics demands personal involvement.

Imagine a corporate environment in which employees were empowered and encouraged to talk about ethical issues at all levels. How different might the headlines about *that* company look?

SWiM™ Starting With Me is a program of About Purpose, Inc., a consulting firm helping people and organizations articulate and accomplish their purpose. If you’d like more information about SWiM™ or About Purpose, or if you would like to schedule an interview with Bob Ryan, President, call 612-965-2253 or e-mail info@swimstartingwithme.com.

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