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FOR RELEASE SEPTEMBER 29, 2010

“EM08” Site Launches, brings Understanding of the 2008 Meltdown to Everyday People & Provides Hope with Alternative Survival Strategies

Founders JP Kaneshida and Torben Bruck organize basic meltdown facts and cite concrete examples of communities finding economic and social success with non-mainstream methods.

September 29, 2010 – Los Angeles – Launching two years to the day after Congress voted no on the TARP bailouts due to overwhelming public sentiment, “EM08: Economic Meltdown 2008” has launched. The site provides basic facts for everyday people which led to the fall of 2008 that saw two Wall Street icons, Bear Stearns and Lehman Bros., implode and send shockwaves through the world. Supporting and ongoing content provides more information and examples of alternative practices that communities and organizations are employing to organize and gain greater economic advantages and other social benefits.

"For the everyday person, there is just a lot of talk which amounts to no real understanding or discernment about what's happened economically," says EM08 co-founder Torben Bruck. "As we go forward, Wall Street's profits continue to soar and local, state and federal government is completely out of control. Who's standing up for everyday people? What strategies can we use to better hedge our lives and communities? They exist, and we help them get known to those that need them most; everyday people."

The EM08 site uses a timeline that lists key events that led up to the meltdown of 2008. Then, a whole host of supporting content comes into play, among them;

- **EM08 relevant news, recommended articles and analysts** for further knowledge;
- **A list of** the major corporate and government **players** involved in EM08;
- Sources detailing **how the bailout money is being spent**;
- A **glossary** of terms;
- **Heroes: watchdogs that did the right thing**;
- **Survival strategies** that cite practices outside of the mainstream that local communities can use to hedge their survival in this trying time.

"Just as important as knowing how we got here and current developments is for people to know that there are those that have found alternative ways of organizing their communities that are vibrant and positive," says EM08 co-founder JP Kaneshida. "The people responsible for the meltdown created unprecedented misery that begs for understanding and constructive ways of organizing our society. Real recovery begins with understanding and an action plan for surviving. It's also inspirational to know about those who did and are doing the right thing, like whistleblowers and watchdogs. We hope to play our part in moving everyday people in those directions."

ABOUT EM08: ECONOMIC MELTDOWN 2008, THE SITE



Founded by JP Kaneshida and Torben Bruck in 2009, EM08 is for everyday people to gain working knowledge of the history that led to the economic meltdown of 2008. Support information includes: recommended analysts, articles, key players, and more. Em08 also introduces users to watchdogs who took a stand as well as people, businesses, communities, and organizations that are practicing alternative economic strategies toward economic empowerment, self-reliance and community building which the founders argue are critical for survival. **CONTACT: 213 290 5575**

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