

NEWS RELEASE



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HEADWAY CORPORATE RESOURCES ANNOUNCES LAUNCH OF HEADWAY COMMUNITY ADVOCATES PROGRAM

NEW INITIATIVE TO ALLEVIATE COST CONSTRAINTS AND RESOURCE BURDENS

NEW YORK, NY — MARCH 12, 2009 Headway Corporate Resources, a leading Human Capital solutions company, unveiled its **Headway Community Advocates** program. This unit empowers nonprofit organizations to become more efficient by significantly reducing costs and streamlining operations.

Nonprofits are struggling with widespread budget cuts at the federal, state and local level as well as with private funders and the Headway Community Advocates program was created to provide them with immediate operational relief. Headway's philanthropic spirit comes straight from the top, with CEO JP Sakey's commitment to supporting a variety of nonprofit initiatives as well as his leadership on several boards.

"Within the last few years we have emerged as a prominent nonprofit supplier, maintaining relationships with over 50 nonprofits in New York City," says Kathy Cavanaugh, Executive Vice President of Headway's New York office. "We know the enormous cost constraints and administrative burdens that nonprofit organizations face, and we help our clients to address these issues with solutions that are specifically designed to impact and improve their cost-conscious business models."

The Headway Community Advocates program is a customized approach to serve small and large nonprofit organizations in making vital decisions around strategic workforce solutions and consolidation of services. Whether the need is fundraising, event planning, job sharing, grants, accounting or payroll services, Headway will customize the appropriate solution unique to each organization. Many organizations need to reduce their expenses but still require a specific level of workforce expertise and coverage in certain areas of their operation. Headway can provide highly skilled and experienced talent with expertise in these areas. With innovative operating models including scalable workforce approaches, individual organizations can lower overhead costs and contribute more to critical programs and mission-driven objectives.

This program is a direct result of Headway's experience in working with the nonprofit community and the tremendous challenges the community is facing today. Headway's objective is to provide a unique human capital solution that will provide immediate relief to help the bottom-line. For more information on Headway Community Advocates please call:

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Eric Fass	Community Advocates Manager	212-672-6549

About Headway

Headway Corporate Resources has been delivering innovative workforce solutions since 1974. The company's award-winning human capital management approach is comprised of two service divisions: **Recruitment & Staffing** and **Adaptive Workforce SolutionsSM**.

Headway provides comprehensive recruiting and staffing resources, as well as large-scale, enterprise based, managed workforce solutions on a national basis. Headway Corporate

Resources ranks among one of the top staffing and recruitment companies in the world and serves an array of Fortune 1000 businesses. Learn more about Headway Corporate Resources at headwaycorp.com.

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