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NEWS RELEASE

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UW System to host statewide listening session

Feedback on strategic planning process welcomed through new UW website

MADISON – Wisconsin residents are invited to participate in a statewide listening session to discuss how the University of Wisconsin System can help strengthen the state's communities and economy.

The event is part of the UW System's *Advantage Wisconsin* strategic initiative to enhance the university's positive impact on the entire state. UW System President Kevin Reilly describes *Advantage Wisconsin* as a "response of the UW System campuses across Wisconsin to revitalize the state's economy, better educate its residents and strengthen its communities."

"Our goal is to make the whole of our university system stronger than the sum of its parts. By doing so, we can give Wisconsin a competitive edge in an increasingly global and knowledge-based economy," says Reilly.

The listening session will be held on Tuesday, Nov. 27, from 2 to 4 p.m., at the **(Insert Local Location and Address)**. Using UW-Extension's videoconferencing networks, the forum will begin with a welcome and introduction by President Reilly. Participants will then break into small groups for local discussion, before concluding with a brief question-and-answer session with President Reilly.

Cooperative Extension, a division of the University of Wisconsin-Extension, is hosting the local listening sessions. To learn more about *Advantage Wisconsin* or to access the event's webcast, visit <http://advantage.wisconsin.edu/>. Wisconsin residents can share their feedback and provide input for the strategic planning process through the website.

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