

For Immediate Release
New Release

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Headway Workforce Solutions announces a new partnership with Ipsos and the 2014 – 2016 *Report the Vote* program

A three year program; technology driven recruitment for election agents for all 50 States and every U.S. County for upcoming midterm elections

Raleigh, NC – Headway Workforce Solutions, a North American workforce solutions provider, is pleased to announce a new client program with Ipsos Public Affairs. Headway will be working with Ipsos to recruit over 4,500 election agents for the 2014 mid-term national elections as both on-site and remote agents to be part of the democratic process - reporting results to Ipsos.

“We are honored with the opportunity to work with Ipsos on this groundbreaking program, Report the Vote. This is a three year program going out to the 2016 Presidential election.” JP Sakey, President and CEO of Headway, announced about the expanded opportunity to deliver more election agents after successfully completing a 220 person Report the Vote recruitment program for Ipsos. “With Headway, we know we have a partner who will deliver using technology such as crowd-sourcing and social media strategic recruitment,” Darrell Bricker, CEO Ipsos Public Affairs, replied to finding a partner who understood the project scale and could provide an effective ground-breaking solution for the magnitude of such projects.

Headway will provide election agents throughout the United States during the night of the election for the ***Report the Vote*** program. Armed with a smart phone or tablet, representatives will use an innovative new app, designed by Ipsos, to record vote counts as they are being received, and instantly send them to Reuters for dissemination - allowing for election results reporting in virtually real-time. “One of the most unique aspects to this project is that within minutes of polls closing tallies will be reported for national and local news outlet distribution.” Sakey further added.

About Headway

Headway Workforce Solutions connects organizations with superior talent and strategic workforce solutions that improve operational and financial results. The company’s centralized and technology-driven nationwide delivery optimizes direct-hire recruitment and contingent (temporary) workforce performance. Learn more by visiting www.HeadwayCorp.com

About Ipsos Public Affairs

Ipsos Public Affairs conducts strategic research in partnership with clients from government, public, corporate, and not-for-profit sectors. We understand and manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, enhance communications, and evaluate policy.. Our offices in Chicago, New York, Washington, D.C., Toronto, Ottawa, Calgary, and Vancouver are part of a research organization with over 15,000 employees in 86 countries. www.ipsos.com