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## Television ad raises awareness about N.C.'s population surge

staff reports

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The Partnership for North Carolina's Future released a new television ad statewide that educates the public about the need to protect the state's economy and quality of life from population pressures.

The 30-second ad illustrates the need to alleviate demands placed on public facilities by rapid growth and development. The ad uses images of clogged roads to illustrate the growth. The partnership said school systems, water and sewer facilities, transportation networks and natural areas are not keeping pace with the growing population.

According to the group, North Carolina is in the midst of a population boom. Four million people are expected to arrive in the state between 2000 and 2030. This represents a 50 percent increase in population.

For additional information, visit [www.ncfuturenow.org](http://www.ncfuturenow.org).

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