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For Immediate Release

WAVE2 PROVIDES “OPPORTUNITY FINDER” PLATFORM AND LOCATOR TECHNOLOGY TO OPPORTUNITY KNOCK\$

October 20, 2022 – Wave2 is proud to announce that it is providing its location services platform to power The Opportunity Finder for “Opportunity Knock\$.” This new series will focus on changing lives for the better, turning complex financial challenges into economic success stories, and helping viewers at home accomplish the same things in their own lives. Opportunity Knock\$ premieres October 27, 2022 via streaming on PBS Passport and will broadcast on individual PBS stations across the country beginning in November 2022.

“Wave2 works with hundreds of credit unions, community banks, and CDFIs of all sizes all over the US,” said Jason Green, Co-Founder of Wave2, “so, we are thrilled at the opportunity to contribute to the mission of ‘Opportunity Knock\$’ and the National Council for Financial Opportunities.”

The new program is a part of The Opportunity Initiative, the most extensive coordinated economic mobility campaign in US history. The goal of the show is to target struggling families across the United States who deserve the chance to build a better life and a strong financial future.

Wave2’s contribution, the Opportunity Finder, is a search and mapping platform that will connect families with the resources they need to improve their lives. The system will help users find targeted financial products, services, and community resources right in their own neighborhoods. These resources will help them eliminate debt, build credit, or get job training. They can also help someone start a business, get food assistance, find legal aid, get help with rent and utilities, learn interview skills, get coaching, help with foreclosure prevention, and much more. As they watch the families featured in the show, viewers will be inspired to take action in their own lives and will be enabled to find valuable resources in their hometowns and nationally online via The Opportunity Finder.

“The show’s aim to change the lives of viewers at home is achieved by connecting them with targeted services at local nonprofits and not-for-profit CDFIs in their own communities via The Opportunity Finder,” said Jamie Strayer, Executive Producer and Co-Creator of “Opportunity Knock\$.” “The innovative tools that Wave2 has developed make it so much easier for families to achieve economic mobility and to take personal action based on what they have learned from the educational and inspirational stories featured in the show. Wave2 is the reason that Opportunity Knock\$ becomes life-changing TV. The show educates and inspires, but it is the Opportunity Finder that can change lives.”

To discover more about “Opportunity Knock\$,” visit the public website at <https://www.opportunityknocks.net/>.

About Wave2

The Wave2™ Branch & ATM Locator is an interactive location search and mapping tool for use inside the web and mobile offerings of credit unions, community banks, and other financial institutions. Inside its powerful mobile responsive and ADA accessible user interface, users can quickly find any of the institution’s branch or ATM locations, surcharge-free ATM network locations, or shared branch locations nationwide, all in one tool without having to leave the institution’s trusted environment. Visit <https://wave2locator.com> for information and to see interactive and recorded demos.

About Opportunity Knock\$

The Opportunity Knock\$ is distributed to PBS stations nationally by American Public Television (APT) and presenting station WXXI Public Media. The show is part of the Opportunity Initiative funded by the nonprofit, National Council For Financial Opportunities. Additional funding is provided by Balance and Callahan and Associates. The series is executive produced by Showrunner/Director Brian Spoor, Creator Jamie Strayer and Jenn George Hunter.

For more information and resources, visit opportunityknocks.net and follow the series on social media at @oppknockstv.

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