



FOR IMMEDIATE RELEASE

MEDIA ALERT

YouthBuild Students to Revitalize Community for Make a Difference Day

*Former High School Dropouts Honor Nation's Largest Day of Helping Others with
Mile-long clean-up*

INTERVIEW AND PHOTO OPPORTUNITY

- WHO:** More than 200 students/staff from YouthBuild Philadelphia Charter School and the Kensington Area Neighborhood Advisory Committee (KANAC).
- WHAT:** YouthBuild Philadelphia students will collect over two tons of trash and debris for KANAC's Great Clean-up in honor of the nation's 18th annual Make a Difference Day. Make a Difference Day is a national celebration of neighbors helping neighbors, with millions of people participating in thousands of projects.
- WHEN:** Friday, Oct. 23, 2009 – Best visuals between 9:45 a.m. and 11:00 a.m.
- WHERE:** Frankford Ave. in the Kensington Area. Students will span a one-mile stretch between Lehigh Ave. and Allegheny Ave.
- WHY:** The October community service project is part of YouthBuild's legacy – adopting an area of the city in an effort to transform young people's lives while revitalizing neighborhoods.
- YouthBuild Philadelphia students are former high school dropouts who will each complete at least 675 hours of service over the next year as a way to reconnect with their communities, while earning their high school diplomas.

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The Kensington Area Neighborhood Advisory Committee is the community organizing arm of the New Kensington Community Development Corporation. To learn more, visit www.nkckc.org.

YouthBuild Philadelphia Charter School is a not-for-profit organization that provides out-of-school youth in Philadelphia the broadest range of tools, supports and opportunities available to become self-sufficient, responsible and productive citizens. YouthBuild Philadelphia offers an innovative program, which blends a rigorous academic curriculum with over 600 hours of community service and on-the-job training in construction, technology or nursing.

Students at YouthBuild Philadelphia can earn their high school diplomas and make successful transitions to full-time jobs, post-secondary educations, or further service with AmeriCorps. For more information, visit www.youthbuildphilly.org.

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