

## FOR IMMEDIATE RELEASE



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### **150 CITY YEAR YOUNG LEADERS PLEDGE to SERVE Los Angeles**

**Generous Lead Gift from Entertainment Industry Foundation Supports Service in Los Angeles**

**Deloitte Announces National Sponsorship to Address the Dropout Crisis**

(LOS ANGELES) September 30, 2009 – At today’s spirited Opening Day ceremony led by Mayor Antonio Villaraigosa at the steps of City Hall, 150 young leaders pledge to serve the children and communities of Los Angeles as members of the City Year corps. These diverse men and women are among 1,500 City Year corps members in locations across America who, together, will serve more than 2.5 million hours to community and country.

As citizen service gains momentum nationally – especially highlighted by the recent passage of the Edward M. Kennedy Serve America Act – each of these young leaders is making a difference by serving 1,700 hours as tutors, mentors and role models, who also lead transformative physical service.

The City Year Los Angeles corps members and service hours are dedicated to helping students at-risk of dropping out stay in school and on track. The diverse young leaders serve full-time and are uniquely qualified to improve student attendance, behavior and coursework – which helps students and schools succeed.

The City Year Los Angeles Opening Day kick-off event featured remarks by Mayor Villaraigosa and Superintendent Ramon Cortines before an audience of community, corporate and civic leaders, local citizens, friends and family. The Mayor administered the City Year pledge of service taken by the corps.

City Year’s work in Los Angeles is made possible thanks to a \$1 million capacity building grant from the Entertainment Industry Foundation, Hollywood’s leading charity and City Year’s Los Angeles’ Impact Sponsor. EIF has launched a multiyear campaign to inspire action and promote a new way of thinking about service called "I Participate," including an unprecedented, week-long television event beginning Oct. 19 and involving ABC, CBS, FOX, NBC and other broadcast networks.

“We believe our industry is uniquely positioned to ignite a service movement in this country,” said Lisa Paulsen, president and CEO of EIF who announced the gift at today’s ceremony. “We want this grant to accelerate City Year’s growth here in Los Angeles, and we hope this helps pave the way for more young adults to come forth and give back to their community.”

Today also marked the celebration of Deloitte LLP becoming City Year’s newest national leadership sponsor. Deloitte’s support will help enhance City Year’s capacity to build the nation’s graduation pipeline by keeping students on track to graduate. Deloitte joins City Year’s other National Leadership Sponsors – ARAMARK, Bank of America, Cisco Foundation, Comcast, CSX, Pepsi, Timberland and T-Mobile USA.

“Deloitte is honored to join City Year and its corps members to kick off their year of service and to mark the beginning of our national sponsorship. By contributing our best thinking along with our financial resources, Deloitte is committed to helping City Year address the alarming dropout rate. We share the belief that keeping students on track, in the graduation pipeline today, will help create the business and civic leaders of tomorrow,” said Barry Salzberg, CEO, Deloitte LLP.

As part of Opening Day, the young City Year leaders put their pledge into action by engaging citizens in transformative service. In Boyle Heights, City Year transformed the campus of campus and play spaces of Christopher Dena Elementary School. City Year corps members and staff, nearly 200 volunteers in total, painted murals, built flower beds, and constructed an outdoor classroom to create a more positive learning environment for students.

“It is with great excitement that we build on our partnerships with schools, civic leaders and generous champions to kick off a year of powerful service,” said City Year Los Angeles Executive Director Allison Graff-Weisner. “Our corps members will meet the challenge of getting children on track to succeed and graduate in 12 schools across Los Angeles from Boyle Heights to Watts. Through their commitment, the corps members prove that service has the power to change lives.”

The 150 corps members pledging to serve Los Angeles will:

- Mentor and tutor over 1,500 children in partnership with public schools;
- Lead after-school programs that reinforce learning and good behavior
- Help students and schools succeed on diverse teams sponsored by E! Entertainment, Founding Citizens, the JP Morgan Chase Foundation, the Sony Corporation of America, and the Walt Disney Company;
- Coordinate safe, enriching daytime school vacation programs for 450 students; and
- Engage citizens in dynamic physical service events such as Martin Luther King, Jr. Day as a day on for service and not a day off.

The 1,500 corps members serving in the United States follow in the footsteps of the 12,500 City Year alumni who have served more than 20 million hours since 1988.

**City Year** unites young people of all backgrounds for a year of full-time service, giving them the skills and opportunities to change the world. As tutors, mentors and role models, these diverse young leaders make a difference in the lives of children and transform schools and neighborhoods across the United States and in South Africa. City Year is a proud member of AmeriCorps. For more information, please visit [www.cityyear.org](http://www.cityyear.org)

**About Entertainment Industry Foundation:** The Entertainment Industry Foundation is the leading charitable organization of entertainment industry, and has distributed hundreds of millions of dollars to support programs addressing critical health, education and social issues. For more information, please visit [www.EIFoundation.org](http://www.EIFoundation.org) or [www.iParticipate.org](http://www.iParticipate.org).

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