

PRESSRELEASE

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www.emichigancity.com

For Immediate Release

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January is Mentoring Month

Michigan City, IN (January 8, 2008) The 7th Annual National Mentoring Month (NMM) campaign is scheduled for January 2008. The campaign's goal is to recruit volunteer mentors to help young people achieve their full potential. The campaign's theme is "Share What You Know. Mentor a Child."

Mayor Chuck Oberlie said, "Mentors are generous folks who share their time and energy to help provide an example of character and integrity to our young people. Mentors make significant impacts on children's lives by encouraging them to resist peer pressure, to stay off drugs and out of trouble, to make good choices, to stay in school and do their best to achieve good results. Mentors change lives for the better. I extend my personal thanks and congratulations to the thousands of mentors in our own community."

Locally, National Mentoring Month will be celebrated by:

- On-going efforts to register new mentoring volunteers for Hours 4 Ours. *Hours for Ours* is a school-based mentoring program partnering Michigan City Area Schools students with the Michigan City adult / business community, thereby creating positive voluntary intergenerational relationships nurturing children's potential. Who are mentors? Business Community Members, Retired Community Members, Parents, Grandparents, Community Members Committed to Children. Contact Chip Cotman, program director, at ccotman@mcas.k12.in.us or by phone at 219/873-2026 X8741.
- Celebration of a world re-knowned mentor: Martin Luther King, Jr. Purdue University North Central will be the site of the 12th annual Martin Luther King Jr. Celebration Breakfast on Monday, Jan. 21 at 8 a.m. in the Library-Student-Faculty Building cafeteria. The event, sponsored by the Martin Luther King Jr. Celebration Committee and Purdue North Central, is free and open to the public. The event's theme is "Stepping Up: Faith is taking the first step even when you don't see the whole staircase." For information on additional celebration events at PNC on January 21st, please visit <http://www.pnc.edu/cd/news/mlk08.html>.
- Information about mentoring will be available by 1/24/08 on the city website: www.emichigancity.com.

Here are highlights of the national campaign:

- General Colin L. Powell will appear in public service announcements (PSAs) on television and radio to promote the recruitment of volunteer mentors. His message will focus on the importance of mentoring, and the benefits to the mentor as well as the child. Ten years ago, prior to his term as U.S. Secretary of State, General Powell founded the America's Promise Alliance, the nation's largest multi-sector collaborative dedicated to the well-being of children and youth.
- Grammy Award-winning R&B recording artist Usher and music icon Quincy Jones will be featured in campaign PSAs. Usher will talk about the influence of Quincy Jones as his mentor, and they will appear together in one PSA. Another spot will showcase how Usher's New Look Foundation is "passing it on" to the next generation through Camp New Look, a summer camp for teenagers that teaches business skills for pursuing careers in entertainment and sports. And, a PSA featuring Quincy Jones will challenge older Baby Boomers to "Share what you know. Become a mentor."
- NMM 2008 also will feature the launch of the campaign's Reel People Project. Local lead partners were invited to nominate mentor/mentee pairs as candidates for starring roles in national TV PSAs. The two pairs chosen for this year's PSAs were nominated by: Bay Area Mentoring (San Francisco) on behalf of Friends for Youth; and, the Governor's Commission on Community Service in Denver, Colorado on behalf of Denver Kids, Inc., a member program of the Youth Mentoring Collaborative.
- MENTOR/National Mentoring Partnership, the national advocate and resource for mentoring, has scheduled a new series of PSAs to launch in January 2008 in support of National Mentoring Month and continue throughout the year. The PSAs are contemporary, colorful, with a direct call to action. They feature well-known actors, athletes, and other celebrities in support of mentoring. Go to

www.mentoring.org for more details on its PSA campaign or for more details on volunteering as a mentor.

- On January 21, the National Mentoring Month campaign will join in celebrating Martin Luther King, Jr. Day of Service, which is spearheaded nationally by the Corporation for National and Community Service.
- Thank Your Mentor Day™ will be celebrated on Thursday, January 24. On that day, many Americans will reach out to thank or honor those individuals who encouraged and guided them, and had a lasting impact on their lives. Thank Your Mentor Day™ promotes “Four Ways to Honor Your Mentor: 1) contact your mentor directly to express your appreciation; 2) “pass it on” by becoming a mentor to a young person in your community; 3) make a financial contribution to a local mentoring program; and, 4) write a tribute to your mentor for posting on the campaign’s Web site. You may leave tributes at www.mentoring.org and www.whomentoredyou.org.

National Mentoring Month is spearheaded by the Harvard Mentoring Project of the Harvard School of Public Health, MENTOR/National Mentoring Partnership, and the Corporation for National and Community Service. Sponsors include MetLife Foundation, The Curtis L. Carlson Family Foundation, and The MCJ Foundation. Media partners include: ABC, CBS, Fox, and NBC; Comcast; National Association of Broadcasters; Time Warner; and Viacom.

Participants in the National Mentoring Month campaign include leading nonprofit organizations and numerous governors and mayors. In communities across the country, designated nonprofit and governmental agencies are responsible for coordinating local campaign activities, including media outreach and volunteer recruitment. These local lead partners include state and local affiliates of MENTOR/National Mentoring Partnership, Corporation for National and Community Service, Points of Light Foundation and Volunteer Center National Network, America’s Promise Alliance, Big Brothers Big Sisters of America, Communities in Schools, and United Way of America.

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