

FOR IMMEDIATE RELEASE:
January 7, 2008

Contact: Penny Paul
Winning Strategies
(973) 286-8283
Penny.paul@winningstrat.com

Desiree Peterkin Bell
Mayor Cory A. Booker
City of Newark
(973) 733-6368
peterkind@ci.newark.nj.us

Mayor Cory Booker Champions Public Service Initiative to Mentor Newark Youths

General Colin L. Powell Supports Cause in Radio and TV Ads for Campaign Sponsored by the Newark Community Foundation with Harvard University Mentoring Project, MENTOR/National Mentoring Partnership, and the Corporation for National and Community Service.

(January 3, 2008, Newark, NJ) – January marks the launch of the 7th Annual National Mentoring Month, and this year a significant portion of the campaign will focus on Newark, N.J. Newark Mayor Cory Booker, a staunch champion of mentoring and a mentor himself to several young people in Newark, will kick off the campaign at the Mezzanine at 744 Broad Street in Newark at noon on Thursday, January 10th. The campaign will feature General Colin L. Powell in television and radio public service announcements running on Northern New Jersey stations; his message strongly encourages people to get involved by volunteering as mentors to Newark’s youth.

2008 is the first year that Newark will be commemorating National Mentoring Month. In addition to the ads featuring General Powell, additional public service announcements featuring Mayor Booker will air on media outlets through the end of January. Mayor Booker’s hands-on approach to mentoring was profiled in *The New York Times* last year in a story which followed his relationship with three young men from Newark.

“There’s no reason that programs like Big Brothers and Big Sisters should have over 100 kids waiting for mentors,” Mayor Booker said. “This exciting and critical new initiative is aimed at providing the mentors that the young people of our city so desperately need and deserve. General Powell’s call to action and the unified voices for this campaign will be heard across the state, galvanizing the men and women of Essex County and beyond to give in a way that will truly make a difference: by giving their time, commitment and their guidance.”

National Mentoring Month is an initiative of the Harvard School of Public Health’s Mentoring Project, MENTOR/National Mentoring Partnership, and the Corporation for National and Community Service.

-more-

Public Service Initiative to Mentor Newark Youths/add one

For these ads, the national campaign teamed up with the newly formed Newark Community Foundation of New Jersey. This is one of the first major initiatives supported by the Newark Community Foundation, an organization formed in 2007 to efficiently direct philanthropic support towards worthy causes in New Jersey's largest city.

As part of the National Mentoring Month Campaign -- and to plan for long-term sustainability of mentoring for Newark's youth -- Newark Community Foundation, United Way of Essex and West Hudson and the City of Newark have teamed to form the Newark Mentoring Coalition.

"The best way to support our mission, the continued revitalization of the city of Newark, is through investment in its young people," said George Arwady, Chairman of the Community Foundation of New Jersey, and publisher of The Star-Ledger of Newark.

The Newark Mentoring Coalition is comprised of Above the Rim, Inc. of Newark, Bethany Cares, Big Brothers Big Sisters of Essex, Union and Hudson Counties, Boy Scouts of America-Newark, Boys & Girls Clubs of Newark, Caucus Educational Corp., City of Newark – Dept. of Child and Family Well Being, Communities in Schools of NJ, Community Agencies Corp. of NJ, Community Foundation of New Jersey, Essex County College – Ready for College; iMentor, Jersey Cares, Mentoring USA, Newark Alliance, Newark Community Foundation of New Jersey, Newark Now, Newark Public Schools, The Nicholson Foundation, Preserve Our Legacy, Rutgers University, The MCJ/Amelior Foundation and the United Way of Essex and West Hudson.

To date, local media partners who have agreed to air the public service announcements include Patriot Media, Cablevision and the YES Network. In addition, the public service announcements will air on "One on One with Steve Aduato", which airs Monday through Friday on CN8, The Comcast Network – a channel that reaches more than 9 million viewers in 12 states and 20 television markets, spanning from Maine to Virginia, and Washington D.C.

Other components to the National Mentoring Month 2008 Newark Campaign include:

- National Mentoring Month Launch at City Hall with Mayor Cory Booker on January 10.
- Mayor Booker's kick-off of new Mentoring USA program for youth in Newark (Jan. 7th).
- "Thank Your Mentor Day" (Jan. 24th).
- Publication of "Guide to Mentoring Opportunities in Newark".

-more-

Public Service Initiative to Mentor Newark Youths/add two

In his public service announcement, Mayor Booker issues a call for volunteer mentors to inspire youth and encourage them to strive to reach their potential – both through existing and new mentoring programs in Newark. The Mayor’s public service announcement is available on line at http://dev.winningstrat.net/psa/booker_psa.html.

General Powell’s public service announcement promoting the recruitment of volunteer mentors is available online at http://dev.winningstrat.net/psa/powell_psa.html .

General Powell’s message focuses 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.

The web sites www.whomentoreyou.org and www.mentoring.org will also give more information on National Mentoring Month and the national mentoring movement, respectively.

President George W. Bush has issued a Proclamation designating January as National Mentoring Month. Other VIPs and celebrities supporting the national initiative include Former President Bill Clinton, Maya Angelou, Quincy Jones, John McCain, Tom Brokaw, Oprah Winfrey, Sting, and Usher.

National partners for National Mentoring Month include Harvard School of Public Health Mentoring Project, 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. National 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.

To learn more about the Newark Mentoring Coalition and to become a mentor, please visit www.newarkmentors.org or call 973-854-2213.

*About The Newark Community Foundation of New Jersey:
The Foundation’s aim is to become a visible advocate for Newark, providing leadership on critical community issues. Ultimately, the Newark Community Foundation plans on creating an important new funding source to accelerate the revitalization of Newark.*