

MEDIA RELEASE

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America's Promise Alliance Announces Hillsborough County as one of the 100 Best Communities for Young People

*** *Competition Identifies Best Places in America for Young People to Live and Grow Up***

Tampa, FL – The America's Promise Alliance (the Alliance) and Capital One today announced Hillsborough County as one of the winners of the 2008 100 Best Communities for Young People (100 Best) competition which identifies cities and towns nationwide that have made the well-being of children and youth a top priority. In its third year, 100 Best spotlights those communities that find unique and effective ways to ensure their young people receive the resources necessary to stay in school and succeed.

Nearly 750 participants from more than 300 communities in all 50 states, the District of Columbia and Puerto Rico entered this year's competition. The winning communities for 2008 include cities, towns and counties of all sizes and regions from 37 states. Of that list, 44 communities were three time winners, a first in 100 Best history.

This year's competition was the most competitive to date, with hundreds of communities submitting applications detailing a variety of innovative and effective programs. "The 100 Best competition is more important than ever because it's become harder for cities and towns to focus on the needs of their children with all the challenges facing them and we see the impact of this in our dismal high school graduation rates," said Marguerite Kondracke, president and CEO, America's Promise Alliance. "These communities rose above and through their actions, remind us that there are cities and towns that are going the extra mile everyday to make sure young people reach their potential. On behalf of the Alliance, I congratulate these communities and call on others to follow their lead."

All communities that took part in the 2008 competition completed an application based upon research from the National Academies of Science, Search Institute, Academy for Educational Development and Child Trends. This included submitting information on how their existing programs and initiatives help deliver the Five Promises—resources identified by the Alliance as being critical to the development of healthy, successful children: caring adults; safe places; healthy start; effective education; and opportunities to help others. Applicants were also asked to describe how different sectors of their community work together to help children and families overcome challenges and specific efforts and programs developed to ensure that their young people graduate from high school prepared for college and/or the workforce.

Winners and participants in the 2008 competition are also eligible for additional rewards. Every community that completed an application this year, regardless of whether they were named a winner, will be eligible to apply for \$300,000 in grants from the Alliance beginning next month.

America's Promise Alliance is the nation's leader in forging a strong and effective partnership alliance comprised of corporations, nonprofit organizations, foundations, policymakers, advocacy and faith groups committed to ensuring that children receive the fundamental resources - the Five Promises - they need to lead successful, healthy and productive lives and build a stronger society. Building on the legacy of our founder General Colin Powell, the Alliance believes the success of our children is grounded in experiencing

the Five Promises - caring adults; safe place; a healthy start; an effective education; and opportunities to help others - at home, in school and in the community.

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