



BOYS & GIRLS CLUB

FOR IMMEDIATE RELEASE
January 25, 2011

Chelsey Laborde, Media Relations
225-383-3928
chelsey@brclubs.org

BOYS & GIRLS CLUBS OF AMERICA LAUNCHING READING ROOMS AT 100 CLUBS

\$10,000 Grant from the Walmart Foundation Offers Boys & Girls Club of Greater Baton Rouge a “Bright Spot” Reading Room

BATON ROUGE, LA— The Boys & Girls Club of Greater Baton Rouge has received a \$10,000 grant to launch a new reading initiative that promotes both educational and leisure reading for adolescents. The Walmart Foundation’s Bright Spot for Reading initiative for adolescent readers will help create a reading center, provide training for staff and encourage relationships to ensure the success of young members.

Nationally, the Walmart Foundation awarded Boys & Girls Clubs of America with \$1.15 million to help establish reading Bright Spots at 100 Clubs across the U.S.

Beginning February 28, the Bright Spot Reading Center will be located at the Club’s high school site at Flannery BREC Park. This fun and inviting room will feature books geared at youth ages 11 to 15 and will include programming to encourage adolescents to read more and develop a more positive attitude toward reading. Programming will include activities in drama, art and technology; field trips to local libraries and museums and service learning projects in order to create reading opportunities in every area of the Club.

“The Walmart Foundation’s Bright Spot for Reading Initiative is essential in preparing youth for academic and life success,” says Boys & Girls Club President, Pat Van Burkleo. “We are grateful to The Walmart Foundation for the opportunity to create an environment that will encourage and allow our youth to enjoy and develop an affinity for reading.”

In addition, the Boys & Girls Club of Greater Baton Rouge will also strengthen existing and develop new relationships with local libraries to enhance its programs and services.

With ten Club sites located throughout Baton Rouge, the Boys & Girls Club of Greater Baton Rouge provides program opportunities for 1,800 boys and girls each year. The Club is open every weekday after school and during the summer. Youngsters interested in joining the Club, learning more about The Walmart Foundation Bright Spot for Reading Initiative or other youth programs can contact Pat Van Burkleo at (225)383-3928 or visit www.BeGreatBatonRouge.org.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (www.bgca.org) has enabled young people, especially those who need Clubs most, to reach their full potential as productive, caring, responsible citizens. Today, some 4,000 Boys & Girls Clubs serve more than 4.2 million young people through Club membership and community outreach. Clubs can be found throughout the country and on U.S. military installations worldwide, providing young people 6-18 years old with guidance-oriented character development programs conducted by trained, professional staff. Key programs emphasize leadership development; education and career exploration; community service; technology training; financial literacy; health and life skills; the arts; sports, fitness and recreation; and family outreach. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta.

About Philanthropy at Walmart

Walmart and the Walmart Foundation are proud to support the charitable causes that are important to customers and associates in their own neighborhoods. The Walmart Foundation funds initiatives focused on education, workforce development, economic opportunity, environmental sustainability, and health and wellness. From Feb. 1, 2009 through Jan. 31, 2010, Walmart and the Walmart Foundation gave more than \$512 million in cash and in-kind gifts globally, \$467 million of which was donated in the U.S. To learn more, visit www.walmartfoundation.org.

###