



**BOYS & GIRLS CLUBS
OF REDLANDS**

Serving the Communities of Loma Linda, Mentone,
Redlands & San Bernardino



PRESS RELEASE

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Boys & Girls Clubs of America Launching Reading Rooms at 100 Clubs

*\$10,000 Grant from the Walmart Foundation Offers Boys & Girls Clubs of Redlands a
"Bright Spot" Reading Room*

REDLANDS, CA (August 24, 2010) – The Boys & Girls Clubs of Redlands 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 \$1.5 million to help establish reading Bright Spots at 100 Clubs across the U.S.

Beginning in mid-June, the Bright Spot Reading Center features books geared at youth ages 11 to 15 and includes programming to encourage adolescents to read more through incentives and develop a more positive attitude toward reading. Programming includes activities in drama, art and technology; field trips to local libraries and service learning projects in order to create reading opportunities in every area of the Club.

The Club operates to teen centers – one at Dennis Hansberger Clubhouse in Redlands and the other at their Waterman Gardens Site in San Bernardino. So far over 30 teens, between the two locations, have participated in the new program. They have been reading books and doing reading reviews – sharing the story lines with other teens. As incentives teens have earned movie tickets and trips to Pharaoh's Adventure Park.

"The Walmart Foundation's Bright Spot for Reading Initiative is essential in preparing youth for academic and life success," continued Mark Davis, Director of Program Services for Boys & Girls Clubs of Redlands, "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 to the Club's new Bright Spot Reading Center, Boys & Girls Clubs of America's teen web site www.myclubmylife.com will serve as a resource for the Club to promote the reading initiative; highlight age-appropriate books and book reviews; and encourage teens and tweens to read more and share their reading experiences with others. Boys & Girls Clubs of Redlands will also strengthen existing and develop new relationships with local libraries to enhance its programs and services.

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Boys & Girls Clubs of Redlands, serving the communities of Loma Linda, Mentone, Redlands, and San Bernardino provides program opportunities for hundreds of boys and girls each year. The Club is open Monday through Friday from 2:00pm to 6:00pm. Youngsters interested in joining the Club, learning more about The Walmart Foundation Bright Spot for Reading Initiative or other youth programs can contact Mark Davis at 909-798-4599 or visit www.bgcr.org.

About Boys & Girls Clubs of Redlands

Boys & Girls Clubs of Redlands (www.bgcr.org) is an affiliate of Boys & Girls Clubs of America. Known as "The Positive Place for Kids," the Clubs provide guidance-oriented character development programs on a daily basis for children 6-17 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize character and leadership development, education and career development, health and life skills, the arts, sports, fitness and recreation. The Club operates locations in the communities of Loma Linda, Mentone, Redlands, and San Bernardino.

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.

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