



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

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## **Media Alert**

### **AMERICAN EXPRESS VOLUNTEER GROUP TO SHOP WITH BRIGHT BEGINNINGS RECIPIENTS**

Greensboro, N.C., August 16, 2010 – On Tuesday, August 17 from 9:45 a.m. until 11:00 a.m. at the Target store located at 1628 Highwoods Boulevard in Greensboro, N.C. [336.455.9900], over 50 American Express volunteers will shop with 26 youth recipients of the Y's Bright Beginnings program.

Media are encouraged to interview both volunteers and participants. Children who are cleared for video will be wearing white armbands. Volunteers will be wearing white Bright Beginnings shirts; Y staff members will be in red shirts.

The Bright Beginnings program plans to raise \$64,000 in 2010 to help more than 500 children. Over the past 11 years, YMCA Bright Beginnings has served more than 2,000 children in greater Greensboro by matching them with a "shopping buddy" and letting them choose clothes and school supplies. The purpose of the program is to outfit children with confidence and the tools they need to start the school year with success.

The YMCA of Greensboro, in collaboration with American Express, Lincoln Financial Group, Wal-mart, Target, News & Record, and many volunteers and donors make this event possible.

#### **the Y**

The mission of the YMCA of Greensboro is to put Judeo-Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

The Y is leading the way as the nation's leading non-profit committed to strengthening communities through youth development, healthy living and social development.

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