



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

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MEDIA ADVISORY // FOR IMMEDIATE RELEASE

Black and Latino Achievers Joint Program Expanding

Mentoring opportunity works with both YMCA and Center for Creative Leadership

Greensboro, N.C., September 23, 2010 – The YMCA Black and Latino Achievers Leadership Mentoring Program has grown this year to include more than 90 mentors in the Greensboro area. And, in conjunction with the Center for Creative Leadership (CCL®), the program is proving as effective as it is fun. Currently, the program recruits youth and mentors from four Greensboro area YMCA's: Hayes-Taylor, Reidsville, Spears, and Ragsdale.

Designed as an outlet for support, help, and guidance as teens grown and become adults, the Ys Black and Latino Achievers program operates out of the Hayes-Taylor Memorial YMCA. Director Myrna Wigley states, “The goal of The Achievers Program is to educate and expose youth in grades eight through twelve to various career fields in the business industry as well as promote and encourage students to further their education to post-secondary institutions. This program was started because studies show that youth of color sometimes face greater challenges in obtaining higher education and have less access to careers that will allow them to support a family and build long term wealth.”

Particular to the leadership mentoring program, the events start with fun team-building activities for youth and mentors. Then, seven half day sessions, all geared towards increasing participants' self-awareness, are spread over one Saturday a month during the school year. Activities are interactive, experiential, informative, and developmental. The Achiever's complete the program year with the challenge of implementing a summer service learning project. These service projects not only allow the youth to practice their leadership and teamwork skills, but also play an important role in our local communities.

This past summer, three service projects were completed by Achiever youth. All three projects provided valuable outcomes for the community and organizations involved, while helping the youth learn what it means to give back through leadership.

- Greensboro parks clean up and repair. Youth from the Spears YMCA Achievers group painted swings, handrails at bridges, and exercise equipment, mulched playgrounds, and picked up trash around four local area parks (Lake Daniel, Cascade, Highland, and the Folk Teen Center). The youth were often thanked as they worked by people using the parks on those days.
- Money management workshop for summer camp youth. A second group of Hayes-Taylor Achievers read the book 'Rich Dad, Poor Dad for Teens' as part of a focus group for *Future Cents*, a financial literacy program offered to youth through the Greensboro Public Library. After discussing what they learned, Achievers designed a workshop to teach children, ages 11-13, about managing money as a teen, and presented their workshop to 22 youth attending the Hayes Taylor Memorial YMCA summer camp.
- Reidsville Y Achievers developed public service announcements for a faith-based initiative which took place on September 11th in Rockingham County, a county wide "Day of Caring" to commemorate the day and facilitate healing. Achievers interviewed the facilitator for the event, Dr. Bill Duke, Pastor, First Baptist Church, Reidsville. Public service announcements for this event were recorded by the Achievers, and aired on 1490 AM radio (WMYN) through September 11th.

For more information on the Achievers program, contact Myrna Wigley, program director, Hayes-Taylor YMCA at 336-272-2131 or myrna.wigley@ymcagreensboro.org.

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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