



Popular Young Starts to Choose Nation's Top Youth Service Campaigns

28th Annual "Colgate Youth for America" Campaign Rewards Local Youth Groups for their Best Service Projects

NEW YORK (Jan. 9, 2001) -- Bryce Johnson of the WB Network show Popular, Beverly Mitchell of WB's 7th Heaven, Shar Jackson of UPN's Moesha, and teen star Jonathan Jackson will lead this year's judging panel to choose the nation's top community service winners in the 2001 "Colgate Youth for America" campaign. The award winning program presents cash grants for the best completed service projects by local units of the Boy Scouts, Girl Scouts, Boys & Girls Clubs, Girls Incorporated, Camp Fire and 4-H.

More than 300 local clubs and troops of these leading national organizations will receive checks for up to \$2,000 for their outstanding projects.

"The Colgate Youth for America program puts the positive activities of today's young people in the spotlight, recognizing and rewarding their creative solutions to problems in their communities," said Program Director Jennifer Marcus Barbara. "Hopefully it also inspires others to follow their lead and get involved in service programs in their own neighborhoods."

Recent winning projects have included internet training for seniors, environmental improvement projects, violence prevention, baby-sitting programs for special needs children, and thousands of other community-minded programs all reflecting genuine concerns of our nations young people.

"The participation of this year's panel of judges, some of today's most popular young stars, is a tribute to the program's importance," said Barbara.

The Youth for America campaign is part of a worldwide network of Colgate-Palmolive Company-sponsored youth programs. Launched in 1972, the campaign is now the nation's longest running corporate-sponsored program for kids. It has won a Freedoms Foundation Award, been recognized by the White House under the last five administrations, been saluted by Congress, and recognized by governors and mayors throughout the nation each year.

Entry forms may be obtained by sending a stamped self-addressed envelope to Colgate's Youth for America, P.O. Box 1058, FDR Station, New York, NY 10150-1058. Visit Colgate's website at www.colgate.com where you can click on "Colgate Cares" to get more details about the program, view summaries of this past year's winners and print an entry form right from your screen. The deadline for entry into this year's program is March 31, 2001.

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