



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

### **Kids Can Win Cash Grants For Their Outstanding Community Work**

**NEW YORK (October 2000)** --- Local clubs and troops of six of the largest national youth organizations are invited to enter their best community service projects as part of the "Colgate Youth for America" campaign. Colgate-Palmolive Company presents cash grants of up to \$2,000 for the most creative and best-executed projects by local units of the Boy Scouts, Girl Scouts, Boys & Girls Clubs, Girls Incorporated, Camp Fire and 4-H -- organizations which represent 13 million children across America.

Local club and troop community service programs running between March 1, 2000 and March 1, 2001 are eligible to win one of more than 315 cash awards.

A celebrity panel of judges who volunteer their time and talent to the campaign will be announced in January 2001 and will determine the top winners. Previous judges include cast members of "Beverly Hills 90210," Alex Trebek, Andrew Shue, Ethan Hawke, Jackie Joyner Kersee, Phylicia Rashad, Jack Wagner, Dean Cain, Yasmine Bleeth, Rebecca Gayheart and many other stars.

Last year's top winners reflect the ingenuity and resourcefulness of today's kids:

A Boy Scout troop from Rhode Island took on the enormous task of enumerating the entire community's telephone poles so that emergency vehicles could locate addresses fast.

A Boys & Girls Club from Michigan partnered with senior citizens to teach them basic computer, e-mail and Internet skills. Teen and senior "buddies" communicated online anonymously for several sessions before meeting in person. The program allows teens to trade modern technological skills for old-fashioned wisdom.

A Camp Fire group from Oregon staffed the high school career office, connecting students with volunteer opportunities both on-campus and throughout the community. They maintain a Web site that includes a calendar of events, essays about student volunteer experiences and volunteering opportunities.

A Girl Scout troop from Washington built an outdoor playhouse for the local YWCA domestic violence shelter. Scouts researched designs, solicited materials, and attended classes on the use of power tools. After completing the project they collected items to fill the playhouse, and cleaned up the surrounding grounds.

A 4-H club from Florida conducts a "Teen Court" which allows first time, non-violent offenders between the ages of 10-17 to appear before a jury of their peers. Club members act as prosecuting attorneys, defense attorneys, bailiff, clerk and jury before an adult judge. Teen Court educates young people about responsibility and the consequences of their actions.

A Girls Incorporated unit from Indiana created and maintains a Web site called "Teen Line" where teens can exchange ideas, comments and information. "Teen Line" provides a safe environment where girls can reach out to each other emotionally, and get help making tough choices.

"By bringing these exceptional young people into the spotlight, Colgate Youth for America hopes to inspire other kids to make a difference in their own communities," says Program Director, Jennifer Marcus Barbara.

To date, Colgate-Palmolive Company has awarded nearly \$6 million to America's children through Colgate Youth for America. The campaign, initiated in 1972 to encourage social responsibility, is now the longest-running corporate-sponsored program for young people. Colgate Youth for America has been honored by The White House under the last five administrations, has received a Freedoms Foundation Award, is included in The Points of Light directory, and is praised annually by members of Congress, governors and mayors across the nation.

Entry forms are now available through regional offices of the six national organizations, or by sending a stamped, self-addressed envelope to Colgate Youth for America Campaign, P.O. Box 1058, FDR Station, New York, NY 10150-1058. Entry forms and more information about past winners can also be found online at [www.colgate.com](http://www.colgate.com). Entries must be postmarked by March 15, 2001.

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