



Kids Can Win Cash Grants For Their Outstanding Community Work

27th Annual Colgate Youth For America Campaign Rewards Local Youth Groups For Their Best Services Projects

New York, NY, October 4, 1999 -- Local clubs and troops of the six 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 and Girls Clubs, Girls Incorporated, Camp Fire and 4-H, organizations which represent 13 million young Americans.

A celebrity panel of judges who volunteer their time and talent to the campaign will determine the top winners. Past judges have included Alex Trebek, Andrew Shue, Ethan Hawke, Jackie Joyner Kersee, Phylicia Rashad, Jack Wagner, Dean Cain, Yasmine Bleeth, Rebecca Gayheart and many other stars.

Community service programs from local clubs and troops running between March 1, 1999 and March 1, 2000 are eligible to win one of more than 315 cash awards.

Last year's top winners reflect the ingenuity and resourcefulness of today's kids in their approach to modern problems:

A Boy Scout troop from Indiana instituted a "Safe Rides" program after their community lost six teenagers to alcohol-related car accidents. More than 100 volunteers recruit, train, advertise and raise funds for the service that operates weekend evenings. It is open to anyone who is too impaired to drive or whose designated driver is impaired.

A Boys & Girls Club from Texas solicited donations for cooling fans for elderly shut-ins. The senior citizens center surveyed their "Meals-on-Wheels" program recipients to determine those most in need and club members made surprise deliveries throughout the community.

A Camp Fire group from Oklahoma initiated and hosted two successful blood drives. Members toured a blood bank where they learned how donor programs work. The group contacted schools, businesses and churches soliciting donors and making appointments.

A Girl Scout troop from Illinois published a resource guide of volunteering opportunities. The guide contains a quick reference with contacts and includes inspirational chapters of volunteering experiences by members.

A 4-H club from Iowa trained senior citizens how to use the Internet. Members paired with seniors and taught them how to use e-mail, as well as navigate and search the web. The pilot program was adopted statewide.

A Girls Incorporated unit from New York celebrated their town's cultural diversity through art, storytelling and dance. Members recruited residents ranging in age from five to 100 of diverse ethnicity to showcase themes of triumph and tragedy in a community-wide performance.

Program Director Jennifer Marcus Barbara says, "There are a lot of kids in our country who are working hard to solve problems in their communities. 'Colgate Youth for America' honors these special young people and encourages others to follow their inspiring examples of how to make our world a better place."

To date, the Colgate-Palmolive Company has awarded close to \$6 million to America's kids 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 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 information about past winners can also be obtained on-line at www.colgatepalmolive.com. Entries must be postmarked by March 15, 2000.