

GREAT FUTURES START [HERE.](#)



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**'TIS THE SEASON TO GIVE THE GIFT OF A GREAT FUTURE WITH MARIO LOPEZ AND
BOYS & GIRLS CLUBS OF AMERICA**

Help Open Four Million Doors to Four Million Children at Risk This Holiday Season

ATLANTA – November 15, 2011 – Nearly 16 million children in America are living in poverty and facing challenges like never before. Mario Lopez is teaming up with Boys & Girls Clubs of America (BGCA) to encourage Americans to give the gift of a great future to young people in need this holiday season. BGCA is calling holiday shoppers to make a difference by allocating some of their purchases to help those kids most in need.

With average holiday sales topping 500 billion dollars each year, a small slice of purchases being reallocated for a cause could drive major change. That is the hope of BGCA with the Give the Gift of a Great Future holiday call to action. With the help of its supporters, BGCA keeps youth on the path to a great future by helping them achieve academic success, good character and citizenship, and healthy lifestyles.

“Boys & Girls Clubs of America believes that every child can achieve a great future and I’m living proof of this. I really can’t think of a better gift to consider giving this holiday season than one that helps to support our children’s futures,” stated Mario Lopez.

BGCA is partnering with Lopez to drive holiday shoppers to GreatFutures.org/give in the hopes of opening four million doors for four million youth at risk across the country through their Great Futures Start Here campaign. Additionally, corporate partners that support BGCA are joining forces to offer in-store and online perks for consumers.

Starting Black Friday and running through the end of the year, supporters can donate to BGCA in one of three ways via GreatFutures.org/give:

1. Donate to BGCA’s cause
2. Get social and like BGCA or one of BGCA’s participating partners on Facebook
3. Participate in one of BGCA’s partner offers.

In September, BGCA launched its national Great Futures Start Here PSA. Directed by Ron Howard, the PSA featured Lopez and more than 20 Boys & Girls Club celebrity alumni. Fifty-seven percent of Club alumni say the Boys & Girls Club saved their lives, and

Lopez's ongoing support is a true testament to how many kids are positively affected by the Club experience.

"We are very fortunate to have strong supporters who share our passion for helping young people in crisis," said Roxanne Spillett, president and CEO of Boys & Girls Clubs of America. "Each donation opens the door to a great future for the four million young people our Clubs serve nationwide, and we think the holidays offer a perfect opportunity for consumers to further engage in our mission."

So don't be a giving Grinch this winter. Visit GreatFutures.org/give and help create a great future for a young person in need.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, nearly 4,000 Boys & Girls Clubs serve some 4 million children and teens through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native American lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. Clubs provide a safe place, caring adult mentors, fun and friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at bgca.org/facebook and bgca.org/twitter.

About 2011 Give the Gift of a Great Future

BGCA would like to thank the following partners for their continuous support and generosity this holiday season: AMD, Amway, Associa, Banana Republic, Best Buy, Cox, Dove, Elmer's, jcpenny, Maytag, Sony Stores, Staples and West Elm. For more information and to view holiday perks, please view our supporting partner information on GreatFutures.org/give.