



FOR IMMEDIATE RELEASE

May 27, 2010

**Give It
FORWARD**

*An Initiative of the
Scottsdale Area Chamber of Commerce
Ambassador Committee*



BOYS & GIRLS CLUBS
OF GREATER SCOTTSDALE

THE POWER OF POTENTIAL

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**Scottsdale Area Chamber of Commerce Launches Nonprofit Community Outreach Initiative –
Selects Boys & Girls Clubs of Greater Scottsdale as First Partner!**

SCOTTSDALE, Ariz. – The Scottsdale Area Chamber of Commerce is proud to launch Give It Forward, a new community outreach initiative designed to provide member-to-member assistance to our nonprofit members! Give It Forward was created by members of the Chamber’s Ambassador Committee, who are generously offering support through their collective time, talent or resources.

“We are excited to launch this important effort at a time when our nonprofits are struggling to make ends meet,” said Rick Kidder, president and CEO of the Scottsdale Area Chamber. “The recession has taken a tremendous toll on our nonprofit community and this is one way we can help give back.”

“We are truly grateful to have been selected as the beneficiary of this new initiative,” said Steve Davidson, president/CEO of the Boys & Girls Clubs of Greater Scottsdale. “The money raised will allow us to continue to serve local youth by providing them a safe, positive place for them to develop their potential and become future productive citizens.

Because we cannot help all of our nonprofit members at once, the Give It Forward committee devised an application and selection process that focuses their efforts on two nonprofits per year. The committee chose to focus their initial efforts on youth serving agencies and is pleased to announce the selection of Boys & Girls Clubs of Greater Scottsdale as our first partner on the Give it Forward initiative.

The Boys & Girls Clubs of Greater Scottsdale has been an integral part of the Scottsdale community for 56 years serving more than 16,000 children and teens through their nine branches and 12 outreach sites, and offering more than 100 youth development programs. The committee identified a goal of raising \$25,000 to provide Club memberships for 1,000 kids, giving them a wonderful place to learn, grow and develop the skills that will help them be successful in life.

Give It Forward will kick-off its fundraising efforts on Thursday, May 27 during the Chamber's Business After Hours networking mixer at Starpower, 7077 E. Mayo Blvd. in Phoenix and continue to raise funds through various Chamber meetings and events. The campaign will run through August 15, 2010 and culminate at the annual Angels for Kids, Mentors for Life Breakfast to be held in early September.

For more information about the initiative, getting involved or making a donation, contact the Give It Forward committee chair Jeff Jameson at 480.668.3676 or jeff@jamesonassociates.com.

About the Chamber

The Scottsdale Area Chamber of Commerce is the largest business organization in Scottsdale providing advocacy, education, networking, leadership and exposure opportunities to our member businesses. The Chamber actively works to maintain Scottsdale's high quality of life and create an environment where business innovation, excellence and entrepreneurship can thrive. For more information visit www.scottsdalechamber.com or call 480.355.2700.

About Give It Forward

Give It Forward is the Scottsdale Area Chamber of Commerce's community outreach initiative, launched in 2009 by members of the Chamber's ambassadors committee.

Members of the Give It Forward committee provide their support through volunteer time, donation of goods and financial assistance, and actively encourage and recruit fellow Chamber members to participate in Give It Forward initiatives. For more information on Give It Forward, contact committee chair Jeff Jameson at jeff@jamesonassociates.com.

About The Boys & Girls Clubs of Greater Scottsdale

Since 1954, Boys & Girls Clubs of Greater Scottsdale has provided more than 100,000 Northeast Valley youth with a positive, supervised environment to explore the power of their potential. Today we serve 16,000 children and teen through the organization's nine branches and 12 outreach sites located in Scottsdale, Fountain Hills, Salt River Pima-Maricopa Indian Community, Hualapai Indian Community and other Northeast Valley neighborhoods. The Club offers more than 100 youth development programs emphasizing five core areas: the arts; character & leadership development; education & career development; health & life skills; and sports, fitness & recreation. **Angels for Kids, Mentors for Life** is the annual giving campaign for the organization in which all proceeds support youth development programs. This name theme reflects the valuable mentoring members receive from staff and volunteers that enable them to

become future mentors and community leaders. For more information please visit www.bgcs.org or call 480.860.5520.

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