



**WHAT:** Coca-Cola, in conjunction with the Boys & Girls Clubs of Greater Dallas, is launching *Dallas Elevators Powered by Coca-Cola* to bring extra enrichment and opportunities to a select group of students in the Boys & Girls Club of Greater Dallas. The program, the first of its kind in the country, will kick off September 2008 and will “graduate” students in May 2009. The program’s aim is to nurture potential and provide interaction with top leaders in a variety of fields for teens.

The program encourages students to elevate their skills in the classroom, at home, in extra curricular activities and wherever their interests lie.

*Dallas Elevators Powered by Coca-Cola* is designed to provide real-life inspiration and role modeling in several key areas of personal development through structured learning, interaction with top leaders, and career shadowing opportunities in a variety of areas.

**WHO:** High school juniors and seniors from the Boys & Girls Clubs of Greater Dallas who have demonstrated an eagerness and willingness to learn and become Dallas’ future leaders and workforce.

Boys & Girls Clubs of Greater Dallas is an after-school and summer youth development program that serves kids between the ages 6 and 18.

Role models will include leaders from a variety of industries, including: local government, sports, the arts, health, education, and business.

**HOW:** The Dallas Elevators curriculum will be centered on the acclaimed *Heart of a Champion* character development program. Heart of a Champion is a nine-month, comprehensive curriculum that utilizes innovative video, print and online tools to instill and reinforce positive character and life skills. For over a decade the program has produced measurable success in schools and after school outlets around the nation.

The program will consist of five separate learning modules, based on the founding principles of the Boys & Girls Club:

- Character and Leadership Development
- Education and Career Development
- Health and Life Skills
- Sports, Fitness, and Recreation
- The Arts



Participants in *Dallas Elevators Powered by Coca-Cola* also will have opportunities to interact with top leaders in the community, and will provide students with once-in-a-lifetime experiential learning. The program seeks to pair students with leaders in the student's area(s) of interest. For example, a teen interested in the culinary arts might help create a five-star meal at one of the city's finest restaurants; a student interested in the military might get a training ride in an F-16; another teen with a passion for cars might shadow a technician at a luxury automotive dealership.

In addition to once-in-a-lifetime experiences, students who complete modules of learning will earn rewards throughout the year. Gift certificates to restaurants, Coca-Cola clothing, movie tickets, and other teen-friendly rewards will serve as additional incentive for the students.

**WHEN:** The inaugural class of *Dallas Elevators Powered by Coca-Cola* will be September 2008 through May 2009.

**WHERE:** The *Dallas Elevators Powered by Coca-Cola* program will be conducted at the Boys & Girls Clubs of Greater Dallas 11 area locations.

**WHY:** In the unique *Dallas Elevators Powered by Coca-Cola* program, Coca-Cola has the opportunity to work directly with the Boys & Girls Club to help make a difference in the lives of Dallas youth, and to help develop them into the leaders of tomorrow. Coca-Cola seeks to partner with organizations around the globe to support initiatives and programs that respond in a meaningful way to local community needs and priorities.

**MEDIA**

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