



For Immediate Release

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Strive and the YMCA Are Hosting a Fountain Square Rally Saturday, June 16

It's not often when professionals invite young people to a rally around a movement encouraging students to be a 'pain in the behind', but when it comes to making the grades and going to college, the Strive partners, the YMCA of Greater Cincinnati, WIZF, and Student Lending Works want area teens to know it's pretty darned cool to pester adults with questions. It's all part of a national campaign, KnowHow2Go, that kicks-off locally Saturday, June 16, 2007 with a four hour event (10:00 a.m. to 2:00 p.m.) on Fountain Square and all area middle and high school students (and their parents!) are invited.

The rally will be emceed by the WIZF's Jade West and Eddie Bauer, and will include performances by local university step teams, jamming music; and informational booths with representatives from 15 post-secondary schools, Cincinnati Youth Collaborative, Student Lending Works and Kentucky Higher Education Assistance Authority. Raffle prizes will include YMCA memberships, packages from each on-site college, and a scholarship from Student Lending Works.

And, for the students who really want to soar, there will be paper airplane making and flying competitions beginning at noon.

"We hope many young people and adults who care about them will take advantage of this chance to come downtown and learn about all the opportunities out there. Whether students have an interest in arts, technology, nursing, cooking, or pursuing a bachelors degree, we'll have representatives on hand to discuss it all. Young people have so much potential and we're pleased to be part of an effort to help them reach that potential," said Toni Miles, YMCA Black Achievers Program executive director.

KnowHow2Go is a two-year grassroots initiative aimed at empowering teens to take action that will lead them on a path toward success. Through publicity, community partnerships, events, schools and word-of-mouth, the Campaign focuses on 8th through 10th graders and adults who influence their decisions. The goal is to encourage the pursuit of further education beyond high school.

"Strive is committed to helping all young people, including those from low income neighborhoods, achieve all that they're capable of achieving. Education is such an important component. Through KnowHow2Go, we hope to provide them with information and resources they need to continue moving in a forward direction beyond high school," added Jeff Edmondson, Strive executive director.

About Strive

Strive is a collaboration of community partners creating a world-class education system where every child succeeds from birth through college and enters a career. For more information on Strive visit www.strivetogether.org.

About the YMCA

The YMCA of Greater Cincinnati is the area's largest non-governmental, non-profit community services organization providing safe and nurturing environments for people of all ages, regardless of their ability to pay. More than 43,000 kids, 52,000 families, and 14,000 teens are served each year in a broad range of programs, including mentoring, youth leadership, and volunteerism through community outreach initiatives that promote the character values of caring, honesty, respect, and responsibility. The YMCA of Greater Cincinnati is also the Tri-state's largest provider of childcare, serving people of all faiths, races, ages and incomes.

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