



Media Alert
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***First Annual Afterschool Summit
To Bring North Carolina Together for Change***

New National Youth-Oriented Public Service Announcements to be Unveiled

There is growing evidence that strong afterschool programs improve academic performance, decrease juvenile violence and other high-risk behaviors, and meet the needs of working families. Yet, despite a demonstrated need, thousands of North Carolina's children are without afterschool care. To increase access to quality afterschool programs, The North Carolina Center for Afterschool Programs (NC CAP) will host its first annual statewide summit on April 29 and 30 in Greensboro. The event will bring together afterschool providers, community leaders, and policy makers to help North Carolina's youth succeed in school and out. It will feature workshops, curbside counseling sessions, and discussions. The Afterschool Summit, which is open to media, will be held:

**April 29 from 8:30 Am to 5:15 PM, and April 30 from 9:30 AM to Noon
At the Joseph S. Koury Convention Center, 3121 High Point Road, Greensboro, NC**

State speakers will include: J.B. Buxton, President, NC CAP Advisory Board; Mike Ward, NC State Superintendent of Public Instruction; and Howard Lee, Chairman, NC State Board of Education. National speakers include: Donna Klein, President and CEO of Corporate Voices for Working Families; Jennifer Rinehart, Associate Director, Afterschool Alliance, and Robert Stonehill, Deputy Director for Academic Improvement and Teacher Quality Programs, US Department of Education.

The NC CAP summit will feature the national debut of new youth Public Service Announcements (PSA) developed by the Afterschool Alliance and The Advertising Council, with support from the Charles Stewart Mott Foundation. These PSAs are part of a new campaign to encourage youth to recognize afterschool programs as a place to learn and explore new interests, get help with homework, serve communities, and more. The spots will be featured on the Afterschool Alliance's new youth-oriented website, at www.afterschoolscene.com, which will be up on Thursday, April 29.

Don't Be An American Idle - Youth Contest/Celebrity Judges

As the Afterschool Alliance unveils its new PSAs, it is also sponsoring *Don't Be An American Idle*, a new contest that invites youth to develop their own print, radio and television spots about afterschool. Judges for that contest will include actors Danny DeVito and Rhea Perlman, and television's Judge Glenda Hatchett. Details will be posted Thursday on www.afterschoolscene.com

A full schedule of Summit activities is attached. Registration information is available online at www.nccapconference.com

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