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Contact: Shannon M. Carey  
Title: Chief Development & Communications Officer  
Email: [scarey@ulbcfl.org](mailto:scarey@ulbcfl.org)  
Phone: 954.584.0777

## **BACK TO SCHOOL RALLY AUGUST 7 AT LAUDERDALE LAKES MULTIPURPOSE CENTER**

**Urban League of Broward County to provide free backpacks, school supplies and health and community resources at Back to School Rally on August 7**

FORT LAUDERDALE (July 20, 2010) -- The Urban League of Broward County is teaming up with Comcast and the City of Lauderdale Lakes to host a Back to School Rally on Saturday, August 7<sup>th</sup>, from 10am – 2pm. For the 10<sup>th</sup> consecutive year, the Urban League will host a special day to prepare nearly 2,000 low-income youth for the upcoming school year. This year's event will be held at the Lauderdale Lakes Multipurpose Center located at 4340 NW 36<sup>th</sup> Street in Lauderdale Lakes and will feature community information booths to include local resources providers such as Kaplan, 100 Black Men of Fort Lauderdale, Broward Sheriff's Office, Access Health Solutions and others. The rally will also include community wellness centers that will feature a blood mobile, a MammoVan, health screenings with HIV testing and immunizations (must have shot records).

To create an environment that motivates and excites youth and parents about the school year, Comcast will host a SHADES OF OUR COMMUNITY resource village to include Turner Broadcasting Systems Networks such as CNN, TNT, TBS and Cartoon Network. SHADES OF OUR COMMUNITY tents will offer free professional portraits, free massages, a "weighting" area with pedometers and other weight management materials, free personalized photo buttons, customized mini photo flip books and a special meet-and-greet with Scooby Doo. "Even though heading back to school is an exciting time for so many children, it can also be a challenging time for some families facing economic challenges," said Comcast's Manager of Government Affair and Community Investment, Dawn Stagliano. "The purpose of our "Shades of our Community" Village is to educate families about resources that are available to them and serve as a fun, relaxed prologue to the school year for both parents and students. The education

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process is a doorway to the future for our area's youth and the "Back to School Rally" is a positive way to celebrate the yearly progress all of our children are making ."

Additional resources for parents include information and applications for the school lunch program offered by Broward County Public Schools and Florida WIC program information provided by the Broward County Health Department. Representatives from the Urban League's Economic Services department will be present to provide mortgage and foreclosure prevention information.

The Back to School Rally is held annually to equip students with free school supplies and to provide parents, teachers and members of the community with resources to help make the pursuit of academic excellence a priority. Thanks to the donations of generous sponsors, students in grades K-6 will receive backpacks filled with grade-appropriate school supplies including notebooks, pens, pencils, rulers and more. "The Urban League's Back to School Rally seeks to meet the needs of parents and students that have been impacted by the economic recession," said Dr. Germaine Smith-Baugh, president & CEO, Urban League of Broward County. "With record-setting unemployment rates rising throughout the county, the rally will continue to provide relief for parents who simply can't afford to purchase the necessary supplies and affirm the Urban League's commitment to the community and our young people."

All services are free to those who attend and parents or guardians must be present. Sponsors include Comcast, City of Lauderdale Lakes, Broward Sheriff's Office, Kiwanis Club of Lauderdale Lakes, Holy Cross Hospital, Kaplan University and Office Depot. Community Resource Partners include Broward County Health Department; City County Credit Union; Turner Broadcasting Systems, a Time Warner Company; Broward County School Board and the Community Blood Center of South Florida. For more information about the Back to School Rally, please call the Urban League of Broward County at 954.584.0777.

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*The Urban League of Broward County is a not for profit, community based organization founded in 1975. We empower communities, develop children and change lives. Our mission is to assist African Americans and other disenfranchised groups in the achievement of social and economic equality. Programs/services include affordable housing development and redevelopment, youth development, diversion, employment and training, education and community empowerment, and civic engagement.*