



For Immediate Release
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Scottsdale Leadership Class 27 Pays it Forward With Six Community Service Projects
Graduating class of Scottsdale Leadership poised to leave a lasting legacy

SCOTTSDALE, Ariz. – Scottsdale Leadership’s Class 27 recently announced the themes of their Pay it Forward projects, hands-on community service endeavors designed to leave a sustainable and impactful footprint on the community. The class has been divided into six teams to implement the following service projects:

Celebrity Bigs 4 Littles: A Mentor Recruitment Event Connecting Boys to Big Brothers

In partnership with Big Brothers Big Sisters of Arizona, the goal of this team is to create an annual program that focuses on recruiting critically needed male mentors (Bigs) to help reduce the more than 250 boys (Littles) on the Greater Phoenix waiting list. The first annual Bigs 4 Littles free event will include food, prizes, and autograph and photo opportunities with major league sport celebrities, mascots and cheerleaders.

Where: Amazing Jakes Food & Fun; 1830 East Baseline Road, Mesa

When: Saturday, March 23, 9 a.m. – Noon; Light breakfast fare & buffet lunch to be provided.

More Details and Registration: <http://Bigs4Littles.org>

Doggie Drive-In

Homeless shelters don’t accept pets ...until now! Family Promise, which serves Greater Phoenix, wanted to launch an annual event that would initially demonstrate awareness of the importance of accommodating families with pets. This team created the inaugural Doggie Drive-In to provide the experience of being homeless in your car with your beloved four-legged family members. The team is providing all logistics, event planning, marketing, public relations, sponsors and support for this free event (donations accepted).

Where: Scottsdale Community College; 9000 East Chaparral Road, Scottsdale

When: Saturday, March 23, 6 – 9 p.m.

More Details and Registration: <http://doggiedrivein.com>

Give Kids a Smile

This team is partnering with Arizona Dental Foundation and the Boys & Girls Club of Greater Scottsdale, in an effort to make a difference in the lives of school-aged children, by offering free dental screenings. This fun-filled event will give participating children the opportunity to be examined by several of the area’s top dentists, receive fluoride varnish and have X-rays taken, allowing for an internal view of the child’s overall oral health. For those children who may be in need of further care, Arizona Dental Foundation will follow-up and coordinate additional care regardless of insurance status or ability to pay. In addition, participants will enjoy age-appropriate education on oral hygiene, character appearances, music and prizes.

Where: Boys and Girls Club of Greater Scottsdale, Hartly & Ruth Barker Branch; 2311 North Miller Road, Scottsdale

When: Friday, March 22, 3:30 - 5:30 p.m.

To register a child: Interested participants need not be enrolled at the Boys & Girls Club to take part, but must provide parental consent forms in advance of the event. Contact Marybell Ramirez-Deeds, Director of Outreach Services, Boys & Girls Club of Greater Scottsdale at (480) 344-5590 or email mdeeds@bgcs.org by Monday, March 18, 2013 to sign up.

TLC (Teen Lifeline Central)

This team identified a disconnect between the vast services available to Scottsdale's youth and their awareness of these services. TLC's mission is to, literally, put these services at teens' fingertips by developing Scottsdale's first smart phone application geared specifically towards Scottsdale's youth. The TLC app, backed by the venerable Scottsdale Prevention Institute as stakeholder, is a free, one-stop shop for Scottsdale's youth which links them directly to those who can, and will, help. Depression, eating disorders, crisis support, and job opportunities are just a few of the issues teens can gain information about via this application. The app will be available for download in the Apple App Store by the end of March.

Plant a Seed

The focus of this project is to build and create an interactive garden program and curriculum for the Rose Lane Branch of the Boys & Girls Club of Scottsdale with future potential implementation at the other clubs. The project includes a complete redesign of a current garden space for youth, an art mural focused on seasonal and local produce that will be utilized by the club for various learning and cooking classes. There will also be an interactive online curriculum with an annual timeline for how, what and when to plant, and various kid-friendly activities that coincide with the seasonal planting requirements. The project will: 1) Teach children about the importance and benefits of a healthy, balanced lifestyle; 2) Instill responsibility and pride in the children who see, maintain and harvest the garden; and 3) encourage the children to take the knowledge of how to grow and prepare fresh food into their homes and establish home gardens. The unveiling of the new garden with the Green Thumbs Garden and Recycling Club at the Boys and Girls Club occurs in late March.

Life in a Box

This team partnered with the Boys & Girls Club of Greater Scottsdale to launch "Life in a Box." This project is a one-day workshop with local experts to empower youth with real-life skills they will need as they enter adulthood. Topics include financial literacy, self-defense, social media skills, interview skills and healthy eating habits. The keynote speaker will be Andrew Walter, former NFL quarterback and Arizona State University star athlete.

Where: Boys and Girls Club of Greater Scottsdale, Virginia Piper Branch; 10515 East Lakeview Drive, Scottsdale

When: Saturday, March 23, 10 a.m. - 3 p.m.

All six teams will showcase project results to the community with formal presentations on Friday, April 19 from 10 a.m. to 3 p.m. at Henkel Consumer Goods, Inc. located at 19001 N. Scottsdale Road, Scottsdale. The public is invited to attend. Project Pay It Forward Presentation Day is sponsored by the Scottsdale Charros and Henkel Consumer Goods, Inc. A panel of judges will evaluate the projects and the winning team will receive \$2,000 from Scottsdale Leadership to be donated to the team's benefiting organization.

About Scottsdale Leadership

Since 1987, Scottsdale Leadership has graduated more than 850 individuals who are prepared to take on leadership roles in an ever-changing world. Scottsdale Leadership alumni have had a significant impact on the Scottsdale community, spearheading preservation of open space; improving the education system; championing public art; mentoring at-risk youth; and raising hundreds of thousands of dollars for charities. For more information, call the Scottsdale Leadership office at 480-627-6710, or visit, www.ScottsdaleLeadership.org.

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