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RYAN CAMERON FOUNDATION LAUNCHES YOUTH ANTI-VIOLENCE PROJECT

ATLANTA (Feb. 17, 2009) – The Ryan Cameron Foundation is thrilled to announce the launch of its unique new community initiative, the Youth Anti-Violence Initiative in partnership with the Allstate Foundation.

The Youth Anti-Violence Initiative will have five main objectives: To provide youth with the ability to connect with anti-violence resources within their communities; encourage youth to take action against violence in their communities; engage teens in conversation with adults about the issues of violence they are facing; actively seek solutions for the violence issues teens are facing; and empower students to take action and become anti-violence ambassadors in their schools and communities.

The Ryan Cameron Foundation will proudly utilize a generous \$20,000 grant from the Allstate Foundation to unveil the Youth Anti-Violence Project in 2008/2009. The RCF Youth Anti-Violence Initiative is a compilation of the voices and opinions of our youth. The project will help bring forth awareness among our youth, tolerance in our communities and improved student relations in our schools. The impact of this program will not be measured in dollars and cents, but in the lives of youth who take a stand against violence and use their voices to become ambassadors in their communities.

“We recognize the support and dedication that the Allstate Foundation has to America’s families we are proud to be part of their team,” said founder Ryan Cameron.

As part of the Ryan Cameron Foundation’s Youth Anti-Violence Initiative, RCF has planned several key initiatives. First, the Youth Anti-Violence Forum will employ a task force built of representatives of diverse groups who will work toward increasing our youth’s awareness on the issue of violence beginning in March ‘09. The Youth Anti-Violence Essay Contest, which began Dec. 15, 2008, asked students ages 11-17 to submit Anti-Violence essays, poetry and artwork

representing the topics of anti-violence and teen driver safety. Nine winners will be selected on March 30th 2009 at 6pm at the law offices of Kilpatrick Stockton. Winners will receive scholarships to go toward school expenses along with monetary awards. Next, the Youth Anti-Violence Academy will create a positive environment for research and understanding of youth violence prevention. Topics will include teen driver safety, teen dating and violence, youth violence in a multicultural society, understanding tolerance and bullying. Lastly, RCF will put on a Youth Anti-Violence Community Event, which will serve as the culmination of the Youth Anti-Violence Academy in order to mold courageous leaders with the ability to clearly express their ideas and solutions.

The Ryan Cameron Foundation (RCF) was established to provide Atlanta's youth with the tools needed to empower them for their future leadership roles. The Foundation strives to provide young people with a forum, which includes: mentoring, tutoring, volunteering, celebrity appearances, life experiences, self-reflection, leadership instruction and personal coaching.

About The Ryan Cameron Foundation

Although the RCF was formally founded as a not-for-profit, 501(c)(3) organization in 2002, its charitable efforts are rooted in an annual community bowling event that continues today. As an Atlanta native, Ryan's dream has always been to help the people right here in his back yard, realize their potential. Every day the foundation works diligently to make these dreams a reality. Not to fulfill personal goals, but to encourage them. Over the past sixteen years, the Foundation has made progress toward achieving its goals by adopting youth in the Bankhead community, investing 100% of proceeds from each event in social service, community organizations, distributing over 500 Atlanta Hawks game tickets to local youth based organizations during the 2004/2005 season and supporting post-secondary education opportunities for young adults. Please visit www.ryancameron.org for more information on the Ryan Cameron Foundation.

About The Allstate Foundation

Established in 1952, the Allstate Foundation is an independent, charitable organization made possible by subsidiaries of the Allstate Corporation. The Allstate Foundation partners with non-profit organizations on community initiatives that promote "safe and vital communities"; "tolerance, inclusion, and diversity"; and "economic empowerment." The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve *their* American dream. For more information about The Allstate Foundation, visit www.allstate.com/foundation.

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Contact:

Monique Murray
Executive Assistant to CEO
Ryan Cameron Foundation
(404) 784-1171
info@ryancameron.org

