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Boys & Girls Clubs of America Presents Kimberly-Clark Family P.L.U.S. Awards

Boys & Girls Clubs of Buffalo Receives \$7,500 for Family Support Programming

ATLANTA, January 29, 2007 – Boys & Girls Clubs of Buffalo (BGCB) was one of 24 Clubs that recently received the Kimberly-Clark Family P.L.U.S. (Parents Leading, Uniting, Serving) Award from Boys & Girls Clubs of America (BGCA). The \$7,500 award was presented to the Club for its superior family support initiatives. The awards are made possible through a generous contribution from the Kimberly-Clark Corporation.

The award-winning program of Boys & Girls Clubs of Buffalo has adopted the overall principal of the initiative to serve children and their households. The Club is working diligently to positively affect the lives of its members by embracing their families. The Club's goal is to serve as a community resource to families by providing parenting classes, financial literacy workshops, family group sessions and a host of ongoing family-oriented activities. Many of the activities allow parents the opportunities to become more involved in the lives of their children.

"This is a wonderful opportunity for Boys & Girls Clubs of Buffalo. Unlike many other programs, we have greater flexibility to offer classes and instruction around the parents schedule and at the parents' convenience," says Diane Rowe, Chief Professional Officer of the Boys & Girls Clubs of Buffalo, "Parent's trust in the Boys & Girls Clubs of Buffalo allow for this program to be highly successful. Parents have come to depend on the Club and they, along with their children, feel completely safe here."

Boys & Girls Clubs of Buffalo will use the \$7,500 award to sustain and expand its family support program. The overall goal of the program is to provide a network of support services that ensure targeted youth and their families have access to, and participate in, emotional, social, cultural, recreational and parent/family support necessary for students to succeed.

BGCA developed the Family P.L.U.S. Program to serve as a model to Clubs involved in the support initiative. For several years, Boys & Girls Clubs of America and the Kimberly-Clark Corporation have collaborated in efforts of supporting and strengthening families. In 2006, the partners unveiled Family P.L.U.S. as a framework of their efforts. The partners are working together to fulfill their civic commitments of developing strong and positive youth by supporting and strengthening families.

About Boys & Girls Clubs of Buffalo

For over 80 years, the Boys & Girls Club of Buffalo (www.bgcbuffalo.org) has been in the forefront of youth development, working with young people from disadvantaged economic, social, and family circumstances. We have actively sought to enrich the lives of girls and boys whom other youth agencies failed to reach and we are dedicated to ensuring that our community's disadvantaged youngsters have greater access to quality programs and services that will enhance their lives and shape their futures. Today, the Boys & Girls Clubs of Buffalo services 8,500 youth between the ages of 6-18. Our Mission is to provide appropriate and diversified programs and activities that serve to attract and hold area youth to the Clubhouse. We provide environments that teach children the skills needed to build positive lives, attitudes, and behaviors.

About Boys & Girls Clubs of America

Boys & Girls Clubs of America (www.bgca.org) comprises a national network of some 4,000 neighborhood-based facilities annually serving more than 4.6 million young people, in all 50 states and on U.S. military bases worldwide. Known as "The Positive Place for Kids," the Clubs provide guidance-oriented character development programs on a daily basis for children 6-18 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize leadership development, education and career exploration, financial literacy, health and life skills, the arts, sports, fitness and recreation, and family outreach. National headquarters are located in Atlanta.

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