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MEDIA ALERT

AS SCHOOL STARTS MONDAY, SATURDAY GIVER GAME WILL COLLECT 10,000 PERSONAL CARE ITEMS FOR KIDS LIVING ON FOOD STAMPS AT ROBERT TAYLOR ELEMENTARY

Food stamps won't cover basic hygiene supplies for 78% of kids and families in need at Title 1 Henderson school

WHAT: Volunteers will collect **10,000 personal care products** during a **3-hour Giver Game make-a-difference stretch** on Saturday.

The items will be collected for the 600 students at **Robert Taylor Elementary School** where approximately **78% of the school's children live below the poverty line** and whose **families survive on food stamps**. Many rely on the school to provide for their basic needs, requesting items such as toilet paper, toothpaste, diapers, shampoo, soap, and detergent. **The school needs community support to restock these items as the 2010-2011 school year begins on Monday.**

HOW: Giver Game is a volunteer philanthropy project developed by **ChoiceCenter Leadership University** that is the "**Amazing Race**" version of charitable giving. A Giver Game make-a-difference stretch occurs in a short window of time, proving that a small group of people can make a difference without spending a lot of time or money.

WHEN: **Saturday, August 26, 2010**
9 a.m. to Noon

WHERE: **ChoiceCenter Leadership University**
9145 W Russell Road (I-215 and Russell Road in the Desert Canyon Business Park)
Las Vegas, NV 89148

BACKGROUND: In March of 2010, Giver Game collected 29,000 food items in 4 hours for homeless students attending **Pat Diskin Elementary**. In June of 2009, Giver Game adopted **Rex Bell Elementary** for a **7-day Extreme School Makeover**, completing **\$253,000** in improvements and donating **30,000 books**. Both schools are **Title 1 funded** – meaning 68% or more of the school's students are at risk of failure and living at or near poverty.

MORE:

Giver Game is a volunteer and community support project developed by ChoiceCenter Leadership University. Giver Game is a challenge to complete one act of kindness daily. Every morning, Giver Game participants receive a make-a-difference stretch assignment that benefits people, animals or the planet. The giving multiplies when people play in cities all over the world simultaneously. Once a month, Givers play **BIG GIVE SATURDAY together in support of a larger community project, achieving an outrageous philanthropy goal in just 3 hours.** For additional information about Giver Game, visit www.givergame.com

ChoiceCenter Leadership University, founded in 1997, is a leader in personal development and leadership training, as well as business and life coaching. Courses are designed for high performers wishing to elevate their quality of life, and reach the next level of success. The company is renowned for its Leadership Legacy program that pairs students with a personal coach for 100 days to support individuals in creating their dream life. Leadership Legacy also includes weekly community service for individuals through Giver Game, and a 10-day team service project aimed at producing inconceivable outcomes under extreme time constraints. www.choicecenter.com