

PHOTOS AVAILABLE: Aug. 16: Urban Change impacts Kids with 10,000 Bookbags to Support Life Day

Actor Hill Harper and R&B Singer Ginuwine will make appearances at the 10,000 book bag giveaway, the culmination of Life Day: 10,000 on 8.16.08, is designed to provide children in grades K-12 with book bags filled with school supplies and other life-enhancing materials.

Media Advisory

CAMP SPRINGS, Md./EWorldWire/July 2, 2008 --- Just before the start of the school year, children from all across the Washington, D.C. metropolitan area will be getting an education of a different kind. By coming together in an effort to get connected with their community through participation in Life Day: 10,000 on 8.16.08, area youth will acquire a sense of civic duty and pride. This 10,000 book bag giveaway, the culmination of Life Day: 10,000 on 8.16.08, is designed to provide children in grades K-12 with book bags filled with school supplies and other life-enhancing materials.

Sponsored by Urban Change, a five-year organization that provides life-changing and socially aware activities, the first annual Life Day: 10,000 on 8.16.08 is aimed at communities of color to promote a fresh new start on the upcoming year. The day will include a special performance of FAME, from the participants of Life Camp, an Urban Change performing arts camp for youth, as well as appearances by actor Hill Harper (CSI: NY) and R&B Singer Ginuwine.

"As the day draws closer, all those involved in Life Day: 10,000 on 8.16.08 are confident that it will succeed in more ways than one; not only will at-risk youth be provided with excellent tools to embark on a new school year with, but all who will attend and experience Life Day: 10,000 on 8.16.08 will also be imbued with a new sense of pride and accomplishment," said Jay Cameron, founder of Urban Change, which has to-date reached over 100,000 people worldwide.

The goal of Life Day: 10,000 on 8.16.08 is simple: to provide 10,000 underprivileged children with book bags. Youth wanting to receive a bag must come and participate in Life Day.

Always willing to lend a hand to the local community, celebrities Hill Harper, Ginuwine and wife Sole, have pledged their participation in Life Day: 10,000 on 8.16.08. Harper's book, Letters to A Young Sister, will be one of the donated items in the book bags. The book features a foreword by actress Gabrielle Union, and well-known African American women such as Michelle Obama, Ruby Dee, Angela Bassett, Ciara, Eve, Nia Long, and Kim Porter.

Commenting on his partnership with Jay Cameron and his participation at Life Day, Harper said, "I am very excited about working with Urban Change on Life Day: 10,000 on 8.16.08 because the organization is very committed to helping at-risk youth. Mentoring has long been a cherished cause for me and this event is another way for me to truly make a positive difference in the lives of our youth."

"We are thrilled to have Comcast as our media sponsor," said Cameron. "We are excited to get more individuals, organizations and companies involved in this worthwhile event."

Event Information:
Life Day: 10,000 on 8.16.08
Life Center Church
5610 Linda Lane
Camp Springs, Maryland
10:00 a.m. - 4:00 p.m.

For more information, please visit '<http://www.10000bookbags.com>'.

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AVAILABLE MEDIA: : Aug. 16: Urban Change impacts Kids with 10,000 Bookbags, and R&B Singer Ginuwine, to Support Life Day (size: 0.2 k)

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: Aug. 16: Urban Change impacts Kids with 10,000 Bookbags to Support Life Day (size: 3.0 k)
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