

Oct. 30: National ITZNOTOK Youth Movement Takes on Washington, D.C.

Washington Redskins Clinton Portis partners with the National ITZNOTOK Youth Movement, Brig Owen's Super Leaders, Eastern Motors and the District of Columbia Public Schools

Media Advisory

WASHINGTON, D.C./EWORLDWIRE/Oct. 25, 2007 --- Washington Redskins' Clinton Portis is putting his full weight behind support for the National ITZNOTOK (It's Not Okay) Youth Movement Initiative, on Tuesday, October 30, 2007, in Washington, D.C. Among the day's events, Zanzibar on the Waterfront will host the Red Carpet Fundraiser "Themed" Luncheon Event that will kick-off with:

- . A silent auction with the highest bidder winning the opportunity to have a private dinner with Portis.
- . Monday Night Football Tickets (Colts @ Ravens 12/09/07) are up for grabs, guaranteeing the winning bid the Ultimate Fan Experience.
- . Additional items donated from LeBron James, Dwayne Wade, Will Smith, Kimora Lee Simmons, Queen Latifah and P. Diddy.

The benefit supports youth programs targeted at the over-18 million youth across the U.S. that are challenged with the many issues resulting from abuse, the implications of which are far-reaching. The National ITZNOTOK (it's not okay) Youth Movement delivers self-esteem workshops, life skill training, opportunities to interact with mentors, health workshops and many other student body services. An Incentives Reward Program will be put in place, designed to encourage and support participating students' advancement through life's challenges.

The full day's event festivities include:

- . 9:15 - 9:45 a.m. - ITZNOTOK Student Body Presentation

Speakers:

Caron Butler NBA All-Star - Washington Wizards (Anacostia Senior High School)

- . 10:00 - 11:00 a.m.- ITZNOTOK Student Panel Discussion

Panel Participants:

Clinton Portis, Washington Redskins

Tigger (Television and Radio Personality)

Kellie Williams (Laura Winslow from Family Matters)

Shayna Rudd (Reigning Miss Washington D.C.)

Brig Owens (Founder of Super Leaders)

Rane (WPGC radio personality)

- . 11:15 - 11:45 AM - National Press Conference

Hosted by: District of Columbia Public Schools Chancellor Rhee, the National Alliance to End Abuse, Super Leaders, Brig Owens and Clinton Portis

- . 12:30 - 2:00 p.m. - Red Carpet "Themed" Lunch and Silent Auction (Zanzibar on the Waterfront)

* This is a private event. However, members of the press may make arrangements to conduct pre-arranged interviews with ITZNOTOK participants a private area. A complimentary buffet will be available for members of the press supporting the Red Carpet "Themed" Event (business attire).

ABOUT THE NATIONAL ALLIANCE TO END ABUSE

The National Alliance to End Abuse, a Washington, D.C.-based 501 (c) (3) non-profit organization, began the ITZNOTOK Youth Movement in the Dallas, Texas, School District on September 26, 2006, with the support of Terrell Owens, NFL Pro Bowl Wide Receiver of the Dallas Cowboys. The National Alliance to End Abuse works nationally with schools, juvenile facilities, runaways and foster care systems to ensure that troubled youth receive the help they need to have every opportunity to advance their roles and positions within society in a way that is responsible and productive. The ITZNOTOK initiative finished out the 2006 year with the support

of NBA All-Star and Washington Wizards Forward, Caron Butler. ITZNOTOK appreciates the media support, with special recognition of FOX in program cities, Broadminded Channel 155 XM Satellite radio and the BBC, which began reporting on the successes of ITZNOTOK in April, 2006.

To attend the Red Carpet themed Lunch at Zanzibar, e-mail rsvp@nationalalliances.com or phone 202-904-2302.

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District of Columbia Public Schools
Office of the Chancellor - Michelle Rhee

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