



**America's Promise Alliance to Present the *Colin and Alma Powell Legacy Award*
To the Louisiana Children's Museum in New Orleans**

***Alliance Chair Alma Powell to Present \$25,000 Award to Museum's Executive Director
Tomorrow in New Orleans***

(WASHINGTON, DC, June 17, 2008)—America's Promise Alliance (the Alliance) announced today that The Louisiana Children's Museum in New Orleans will be awarded the second annual *Colin and Alma Powell Legacy Award* in recognition of the museum's remarkable contributions to serving the children of New Orleans in the wake of the devastation of Hurricane Katrina.

Julia Bland, Executive Director of the museum and the chair of the New Orleans Kids Partnership, will accept the award from Alliance Chair Alma Powell tomorrow afternoon during an Alliance meeting held at the Museum. The Legacy Award is presented annually to honor the Powells' commitment to advocating for America's children and youth, particularly the country's most disadvantaged young people.

"The Louisiana Children's Museum is the embodiment of how America should respond to our children in need. In the face of tremendous odds, the Museum became one of the first public buildings dedicated to children and families to resume its services," said Alma Powell. "The museum is an outstanding, living testament to the power of what we call the Five Promises: caring adults, safe places, an effective education, a healthy start and opportunities to help others. On behalf of the Alliance, my husband and I are honored to present this outstanding organization with the second annual Legacy Award."

Under the leadership of Julia Bland, the museum works every day to improve the lives of children in New Orleans. Its innovative program, "Play Power," brings the arts, service-learning, and social interaction to advance the academic, social and emotional needs and skills of children. The program serves more than 300 young people each week, bringing a positive "play" experience to those children healing from the aftermath of Hurricane Katrina. Julia Bland and the Museum are also the driving forces behind the development of the Early Learning Village which provides training, support and services to those who care for children.

Recognizing that it is critical to engage parents in its programs, the museum will be offering special programs highlighting interactive, hands-on lessons with children and parents to demonstrate the power of play, developmentally appropriate practices to engage children in literacy, science, math and other academic support. Baby-sitting

courses for middle-school aged youth will also be launched. These courses will not only teach students developmentally appropriate and engaging activities for young children, but will also explain the different needs and development that take place throughout a child's life.

"We were determined that the youngest victims of Hurricane Katrina had a safe place to go to help them not only deal with the devastation, but to put them on a positive path of building resiliency. Our vision is simple – we put children and youth at the center of the community, and feel strongly that they must remain the top priority for meaningful rebuilding. By doing so, we are able to establish a continuum of developmental services from birth to adulthood," said Julia Bland.

Mrs. Powell noted that the Louisiana Children's Museum exemplifies the goal of the Alliance's *15 in 5* campaign, which is working to ensure that 15 million at-risk young people experience at least one more of the Five Promises over five years. The *15 in 5* campaign is driven by three National Action Strategies in communities across the country:

- **All Kids Covered:** Work together to enroll eligible children in health insurance.
- **Ready for The Real World:** Work together to engage middle-schoolers in service learning and career exploration to deepen their motivation for achievement and ensure they graduate high school prepared for college, work, and life.
- **Where the Kids Are:** Beginning with schools as hubs, work together to deliver more of the Five Promises where kids already congregate. Reaching youth where they gather makes it more likely that they will receive the support they need from people who already know them by name.

"The Legacy Award honors the commitment of Colin and Alma Powell to our nation's children. It is especially fitting that the Louisiana Children's Museum, which has done so much for the children of New Orleans before and after Hurricane Katrina, receive this very special honor," said Marguerite W. Kondracke, president and CEO, America's Promise Alliance. "Every day, the Alliance is working to ensure that programs like those being implemented by the Museum are being replicated in communities across America."

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About the America's Promise Alliance.

America's Promise Alliance is the nation's largest partnership alliance comprised of corporations, nonprofit organizations, foundations, policymakers, advocacy and faith groups committed to ensuring that children receive the fundamental resources - the Five Promises – they need to lead successful, healthy and productive lives and build a stronger society. Building on the legacy of our founder General Colin Powell, the Alliance believes a child's success is grounded in experiencing the Five Promises - caring adults; safe places; a healthy start; an effective education; and opportunities to help others - at home, in school and in the community. To learn more, visit: www.americaspromise.org.