

**FOR IMMEDIATE RELEASE**

**Contact:**

Catharine Montgomery, KLS Public Relations

Phone: 404-671-9301, ext. 2

Email: [catharine@kls-pr.com](mailto:catharine@kls-pr.com)



**Future Foundation to provide free school supplies, scholarships and educational tips at 8th Annual Back to School Rally on August 1**

***In wake of record-setting unemployment, metro Atlanta celebrities and public figures join with Future Foundation to meet increasing needs of hundreds of youth, families at risk***

**July 24, 2009 (ATLANTA) ---** Youth development agency Future Foundation is leading a regional initiative to equip students with the supplies, money and motivation many of them will need as they prepare to enter this mid-recession school year. With record-setting unemployment and homelessness rates throughout Atlanta, the more than 500 students who will receive free school supplies at Future Foundation's **Eighth Annual Back To School Rally on Saturday, August 1, 2009** may need the support now more than ever.

Future Foundation is not alone--nonprofits throughout metro Atlanta are clamoring to meet the overwhelming needs of parents and students who've been hit hardest by the economic recession. That's why the organization--a fast-growing youth development agency founded by former Atlanta Hawks player and Sacramento Kings Coach Shareef Abdur-Rahim--has engaged several notable Atlanta figures and corporations to make this the biggest, most impactful rally its put on to date.

**Shareef Abdur-Rahim** will join Atlanta City Council president **Lisa Borders**, radio personality **Ryan Cameron** and news anchor **Jovita Moore** at the event, which will take place from **11 a.m. to 2 p.m. at Greenbriar Mall** in southwest Atlanta. Future Foundation has also engaged Atlanta corporations, including Smith Barney and the Coca-Cola Credit Union. The theme for this year's rally is "Educational Stimulus: The Future Is Now," with activities focused on academic achievement, student scholarships, and financial planning for parents.

"Back To School should be a time of hope and anticipation for students, but for too many metro Atlanta students this is a time of anxiety and dread as they face the prospect of starting school severely unprepared with the supplies they need to excel," said Future Foundation executive director Qaadirah Abdur-Rahim. "This year is definitely one of our most important rallies ever as we must work to eliminate one major barrier that can stand in the way of a great education for youth at risk."

Students in grades K-12 will receive backpacks filled with grade-appropriate school supplies, including crayons, notebooks, pencils, calculators, rulers and more. To create an environment that motivates and excites youth and parents about the school year, the rally will feature a motivational message by special guests; a RealTalk ATL teen forum focused on school preparation; and A fashion show to educate parents on low-cost clothes options for students.

For more information about Future Foundation or the Eighth Annual Back to School Rally, visit [www.future-foundation.com](http://www.future-foundation.com).

###

**About Future Foundation**

*Founded in 2001 by Atlanta native and former Atlanta Hawks player Shareef Abdur-Rahim, Future Foundation provides a haven where youth at risk can shape promising futures. Our programs are designed to deliver genuine impact because they leverage the latest research, incorporate capacity-building and address four dimensions of long-term youth empowerment: Core Values, Practical Skills & Training, Mentor & Peer Support and Parental & Community Support. One of the fastest-growing youth development agencies in the nation, Future Foundation began serving 16 youth to more than 4,000 youth at risk today, and has grown from offering two to nine signature programs. The agency's nine signature programs empower youth for a lifetime while offering a variety of positive programs, including an afterschool learning center, abstinence and healthy relationship curricula, and community initiatives to build capacity and create long-term change. To learn more about Future Foundation and its invitation to share youth development best practices at the White House, visit [www.future-foundation.com](http://www.future-foundation.com).*