



YOUTH OF HONOR FOUNDATION RECEIVES \$20,000.00

COMMUNITY GRANT FROM THE UPS FOUNDATION



ATLANTA, GEORGIA – December 9, 2010 – Youth of Honor Foundation, an Atlanta-based 501(c)(3) non-profit organization, received a **\$20,000.00** community grant from The UPS Foundation, the charitable arm of UPS (NYSE:UPS) to sustain Youth of Honor Foundation's efforts to assist youth in education and life skills enrichment.

The grant will be used for the Youth of Honor Foundation's Be A Giant campaign, which was established to assist middle school aged youth in rising above peer pressure, to motivate at-risk youth in alternative schools as well as youth incarcerated in youth detention centers, to bounce back and become 'giants' in life. The foundation's program shares with youth five dimensions where they can rise above negative influences and become leaders who aspire to make a difference in the lives of others. The students learn:

1. How they can source personal attributes to become giants at home
2. How to parlay those personal attributes into the classroom setting
3. How to cross-purpose their attributes to be giants with their peers.

With the challenges of peer pressure and negative influences plaguing our society today, Youth of Honor Foundation teaches attributes for service in community along with sustainable environmental initiatives as well. The program is structured to give youth the tools necessary to achieve success for themselves, their friends, and the world around them.

"With hundreds of youth already taking the pledge to be giants and avoid negative actions and behaviors in life, the funds provided by The UPS Foundation will afford the Youth of Honor team the opportunity to positively impact hundreds more," said Ron Brashear, Youth of Honor Foundation president and founder. "Moreover, as each youth

takes this learning out into the community and even brings it home, the total number of lives impacted will grow exponentially, thanks to UPS's commitment to making a difference.”

Tom Grason, executive director of Youth of Honor Foundation, adds “We have conveyed to youth since our beginning that life is a team sport and through the generous support of UPS, the youth we address can see that in action. As the saying goes, ‘It takes a village to raise a child’, but we like to extend this a little bit to add ‘it takes a **caring** village to raise a child’ and a special thanks to The UPS Foundation for caring”.

About The UPS Foundation

Established in 1951 and based in Atlanta, Georgia, The UPS Foundation identifies specific areas where its backing clearly impacts social issues. In support of this strategic approach, The UPS Foundation has identified the following focus areas for giving: non-profit effectiveness, economic & global literacy, encouraging diversity, community safety and environmental sustainability.

In 2009, The UPS Foundation distributed nearly \$43.6 million worldwide through grants that benefit organizations or programs such as the Youth of Honor Foundation's BE A GIANT campaign and provides support for building stronger communities.

“The UPS Foundation is committed to funding impactful programs that make a meaningful difference in our communities – so we are proud to support The Youth of Honor Foundation's efforts to roll out their BE A GIANT campaign,” said Ken Stenard, president of The UPS Foundation.

About Youth of Honor Foundation

Established in 2006, and based in Atlanta, Georgia, the Youth of Honor Foundation's mission is to assist troubled and ‘at-risk’ youth around the world in achieving greatness in life through education and life skills enrichment training. Through its ‘Personal You-Turn’ program targeted at incarcerated youth in state-run youth detention centers, the Youth of Honor Foundation has reached over 2,500 youth and has provided them with a blueprint to bouncing back in life and achieving success in their community.

In 2009, the Youth of Honor Foundation launched its ‘Be A Giant’ campaign in an effort to assist youth become ‘giants’ in life through five interrelated growth areas. To date, this program has been brought to nearly 1,500 youth who have all pledged to be giants in life and continue to strive to avoid poor decision making and the negative consequences that may follow.

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