

FOR IMMEDIATE RELEASE

Bright Futures Foundation Honors First Avenue Scholars Class

Omaha, NE – May 4, 2009 - The Bright Futures Foundation will hold a celebration luncheon on Wednesday, May 6, 2009 to honor their first Avenue Scholars class and to recognize program partners, Benson, Northwest and Ralston High Schools and Metro Community College. 175 Avenue Scholars will attend the luncheon which will be held at the Scott Conference Center at 11:45 AM. The event is open to the media.

Dr. Ken Bird, President and CEO of the Bright Futures Foundation said, “The announcement of this first class of Avenue Scholars is the culmination of many months of hard work by the staff of the Bright Futures Foundation and our many partners. I want to sincerely thank our Board of Directors, our Community Advisory Board, Metro Community College, the University of Nebraska at Omaha, the University of Nebraska system, The Gallup Organization, Omaha area school districts, the Urban League, Boys and Girls Clubs, TEAMMATES, and All Our Kids, Inc. Most importantly, I want to recognize the students in this first class of the Avenue Scholars program. Their dedication and desire will drive their success and blaze a path towards a brighter future for themselves and the next generations of Avenue Scholars.”

Avenue Scholars is a program of the Bright Futures Foundation. Chaired by Walter Scott, Jr., the Foundation was organized in June, 2008. Its mission is to provide an avenue of success for Omaha area students of talent and need by offering comprehensive support from high school through post secondary education and training, leading to enhanced lives and careers.

With the help of the Gallup Organization, Bright Futures Foundation selected students who have a resiliency to overcome difficulties, are generally first-generation, college-bound students who have demonstrated financial need, and share a desire to succeed.

Starting this fall, Scholars will be served in their respective high schools as juniors and seniors by a full-time Talent Advisor. The Talent Advisor will meet with students during a regularly scheduled class dedicated to college access and success preparation. Students attending Metro Community College will also receive the support of a Talent Advisor.

Outside of the classroom, Avenue students and their families will receive a wide range of academic, social and financial planning services. Many of these are delivered at the new Avenue Scholars Center where students will have additional contact time with their Talent Advisors, as well as regular access to tutors and mentors and a variety of personal support programs.

Avenue students continue to receive highly individualized and comprehensive support throughout their post-secondary education. For those attending a community college or vocational school, Avenue provides unique transitional support into the workforce or into a four-year public or private college program.

Bird stated: “The Bright Futures Foundation Avenue Scholars program is “one of a kind” in the United States and the students being recognized are the trailblazers for this unique program.”

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