

NEWS RELEASE

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BANK OF AMERICA CHARITABLE FOUNDATION HELPS SCHOOLS AND FAMILIES WITH \$100,000 GRANT FOR “BE THERE” CAMPAIGN

TAMPA, FL – The Bank of America Charitable Foundation announced today a \$100,000 grant to the Florida Education Foundation, which will be used to produce a video for the “Be There” parent involvement campaign.

“Be There” is a statewide multimedia campaign designed to inspire parents to become more involved in their children’s education. Specifically, the grant will cover production costs for the video that students throughout Florida’s 67 school districts will be able to take home and view with their parents. Additionally, the video will be made available to local television stations and on the school district and “Be There” web sites.

“If we can reach families who have little time to come to school events and inspire them to connect with their children during the daily routines of life, think of all the children who will feel empowered to succeed,” said Jeanne Dozier, president of the Florida School Board Association (FSBA) and chairman of the Lee County, Florida, School Board. The FSBA Board of Directors recently voted to support the campaign, along with the Florida Association of School Administrators, Florida Association of Partners in Education and the Sunshine State School Public Relations Association. The announcement was made at the FSBA Joint Conference in Tampa.

The DVD will contain a number of heartfelt personal stories that show adults turning an ordinary moment in daily life, such as driving in a car, using an ATM machine or shopping for groceries, into an extraordinary experience for themselves and their children. Local media outlets are being asked to help publicize the simple message of “being there” for school children.

“At Bank of America, we believe that education is a critical component of creating vibrant communities,” said Susan Walker, Florida President, Bank of America. “Helping parents find ways of connecting and engaging their children is a vital component of the education equation. We’re pleased to provide this grant to such an innovative and worthwhile project.”

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The “Be There” campaign is based on conclusive research that demonstrates the link between family involvement and student success. In fact, it only takes a small increase in parent input to result in a significant increase in student output, according to The Parent Institute out of Washington, D.C., another partner in the “Be There” campaign (see www.parentinstitute.com).

The “Be There” campaign has a variety of components, including exquisite photography and print materials that can be adapted to local school districts, a billboard design, a web site and Public Service Announcements, which are all given to school districts at no cost except printing and duplication. The campaign was piloted in Volusia County, Florida, during the 2006-2007 school year and has spread to a large number of districts throughout the state and nation.

According to campaign creator David Voss, president of Voss & Associates, “The generosity and support of the Bank of America Charitable Foundation guarantees that a high-quality media campaign will reach thousands and perhaps millions of parents. It essentially completes the ‘Be There’ campaign package.”

The DVD will be a treasure trove of rich stories developed by one of the state’s best storytellers, Bob Allen of i.d.e.a.s. at Disney MGM Studios. Allen has been telling stories through the magic of multi-media for the Disney Corporation and other clients for two decades. The stories may be viewed one at a time or as a 30-minute television program.

Bank of America Corporate Philanthropy

Bank of America has embarked on an unprecedented 10-year goal to give \$1.5 billion to nonprofit organizations engaged in improving the quality and vitality of their neighborhoods. The Bank of America Charitable Foundation will give more than \$200 million in 2007, making the bank one of the most generous corporate donors in the world. Bank of America approaches giving through a national strategy called "neighborhood excellence" under which it works with local leaders to identify and meet the most pressing needs of individual communities. Through Team Bank of America, bank associate volunteers contribute more than 500,000 hours each year to improve the quality of life in their communities nationwide. For more information about Bank of America Corporate Philanthropy, please visit www.bankofamerica.com/foundation.

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The Florida Education Foundation

The Florida Education Foundation is a not-for-profit charitable corporation which serves as a Direct Support Organization to the Florida Department of Education. The Foundation, in promoting and furthering educational goals, receives, holds, invests and administers charitable resources and makes expenditures to or for the benefit of public pre-kindergarten through 12th grade education in Florida. The Foundation's Board of Directors, comprised of Florida business leaders, develops programs and fosters community involvement and business partnerships to enhance educational excellence in Florida's public schools.