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FOR IMMEDIATE RELEASE

HOBY INTERNATIONAL YOUTH LEADERSHIP ORGANIZATION
CELEBRATING 50TH ANNIVERSARY

**365,000 High School Students Have Attended Programs Since 1958 –
Year-Long Events Planned to Commemorate Achievements**

February 7, 2008 – Los Angeles, CA – 2008 marks the 50th anniversary of HOBY – Hugh O’Brian Youth Leadership – one of America’s premier youth organizations. To commemorate its “golden” anniversary and its service to 365,000 young people, a series of year-long, nationwide events are planned to celebrate the achievements of the organization, its students and its volunteers.

During its half-century of service, HOBY’s mission has been to empower high school sophomores to secure a better tomorrow through lifelong leadership development opportunities and motivate all participants to make a positive difference within our global society.

To commemorate the anniversary, all HOBY youth leadership seminars and special events will carry the 50th theme. HOBY’s annual Los Angeles and New York Albert Schweitzer Leadership Awards Dinners – honoring the accomplishments of distinguished men and women in business, government, entertainment and within service organizations – will focus on the organizations’ half-century of youth service. A special 50th anniversary video is in production highlighting the HOBY youth leadership program, its volunteers and the accomplishments of its students. To involve HOBY’s nationwide network of leadership seminar programs, a memorable “Passing the Torch” program is being finalized where each individual seminar will receive and pass on a unique HOBY Torch of Leadership. A time capsule of HOBY seminar program guides, seminar t-shirts and other memorabilia will also be collected this year and secured until opened in 2058. In July, a 50th anniversary Youth Service Day and banquet celebration will be held during HOBY

annual World Leadership Congress in Washington, DC. Finally, a tribute to HOBY founder Hugh O'Brian, now 82 years "young" and still deeply committed and active in youth initiatives, will also be shown at all HOBY events throughout the year.

"How many organizations can say that they have had a profoundly positive impact on the lives of hundreds of thousands of young people during a span of 50 years?" asks HOBY Board of Trustees Chairman Ron Gillet of Phoenix, Arizona. A long-time HOBY board member and program volunteer, Mr. Gillet also commends the 4,000 volunteers who run HOBY's individual state seminars and make the program a reality for 9,000 high school students every year. "I join with our board and staff to thank the thousands of volunteers who support HOBY and our students with their generous contribution of time, talent and treasure."

About HOBY

Founded by renowned actor, humanitarian and youth advocate Hugh O'Brian, best recognized for portraying "Wyatt Earp" on the hit television show which aired in the 1950s and 60s, and who, after a memorable visit with Nobel Prize winner Dr. Albert Schweitzer at his clinic in Africa, launched the program, HOBY's multi-day leadership seminars held in every state each spring gather 10th graders to learn about leadership, improving critical thinking skills, goal-setting and achieving their dreams. Planned and conducted entirely by volunteers and local experts in their fields, HOBY's 70 US leadership seminars are highly-regarded by educators and thousands of high schools annually participate by sending students to HOBY. The National Association of Secondary School Principals and the American Association of School Administrators are long-time endorsers of the program. In addition, HOBY programs are also held in Canada, Columbia, Mexico, Israel, China, Taiwan, Korea, Bolivia, Argentina and Iraq – and the list continues to grow.

Since its founding in 1958, 365,000 high school sophomores have attended HOBY programs. HOBY's flagship program, the World Leadership Congress, held each summer in Washington, DC, assembles 400 US and international students to spend eight-days discussing global issues and "Uniting the World's Youth of Today for a Better Tomorrow." In addition, HOBY one-day Community Leadership Workshops, organized by alumni and designed to improve participants' leadership skills, are held in dozens of locations each year.

“With more than half of Americans not proud of their leaders today,” says HOBY’s President and CEO Javier LaFianza, “will our generation invest in youth leadership programs to prepare young people for the challenges of the future? I believe HOBY is and will continue to be the cure for a national and international crisis in leadership, preparing and inspiring the youth of today to be independent-minded, ethical and compassionate leaders, dedicated to a life of service at home, in their community and abroad.”

In addition to its corps of 4,000 dedicated volunteers, HOBY has the support of 25 cooperating organizations, including the American Red Cross, Optimists International, Presidential Classroom, the American Association of School Administrators, the National Association of Secondary School Principals, the Foundation for Teaching Economics, America’s Promise, and the Hands On Network/Points of Light Foundation.

“This is a very exciting time for HOBY,” reports President LaFianza. “Thanks to the amazing work and dedication of our HOBY team, our programs continue to thrive and our next 50 years will surely continue to offer amazing opportunities for hundreds of thousands of young people.”

For more on HOBY and its 50th anniversary, contact Javier LaFianza, HOBY president and chief executive officer, 310-474-4370 x303, or visit www.HOBY.org.

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