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**Hugh O’Brian Youth Leadership to Launch  
New Line of Programming for High School Juniors and Seniors**

***Joy DesMarais-Lanz Appointed Director of National Alumni Programs;  
New Initiative Designed to Engage 385,000 Alumni Nationwide***

(LOS ANGELES – January 10, 2012) — Hugh O’Brian Youth Leadership, the nation’s foremost nonprofit youth leadership development organization, announced today that it is launching a new line of leadership programming aimed at high school juniors and seniors. While the organization currently offers leadership seminars, international trips and experiences for HOBY high school and college alumni, this initiative marks HOBY’s first significant new line of programming in 25 years.

Concurrently, HOBY announced the appointment of Joy DesMarais-Lanz to the newly created position of director of national alumni programs. In this role DesMarais-Lanz will be responsible for overseeing the new programming as well as developing HOBY’s alumni network, currently totaling more than 385,000 members. HOBY programs historically have targeted high school sophomores, touching more than 10,000 students each year through regional seminars and an annual World Leadership Congress held in July.

“Our goal is to offer our large alumni base a variety of programs and opportunities where they stay connected and continue to foster the spirit and mission of HOBY,” said HOBY President and CEO Javier LaFianza. “We are very excited that Joy will now take a leadership role in developing this new opportunity for our ambassadors and alumni. HOBY inspires our nation’s youth, instilling in them a commitment to service, leadership and action. Joy’s entire career and personal passions perfectly match this mission.”

A longtime member of the HOBY family, DesMarais-Lanz is a 1992 HOBY Minnesota alumna, the recipient of the inaugural HOBY Minnesota Outstanding Alumnus Award, and a

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current member of the HOBY Minnesota corporate board. She has a long, successful career dedicated to youth leadership and education, most recently serving as business program chair for Globe University/Minnesota School of Business. She has also served as vice president of the National Youth Leadership Council and director of ambassador outreach for the Minnesota Association of Present/Past Community Ambassadors. DesMarais-Lanz holds a Master of Arts degree in organizational leadership from Saint Catherine University in Minnesota.

For more than 50 years, Hugh O'Brian Youth Leadership has helped to cultivate tomorrow's leaders by inspiring a global community of youth and volunteers to a life dedicated to leadership, service and innovation. HOBY programs annually provide nearly 10,000 local and international high school students the opportunity to participate in unique leadership training, service learning and motivation-building experiences. HOBY also provides adults the opportunity to make a significant impact on the lives of youth by volunteering, and today more than 4,000 volunteers and over 385,000 alumni proudly make up the HOBY family. Further information on HOBY may be obtained at [www.hoby.org](http://www.hoby.org).

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