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Hugh O'Brian Youth Leadership's New Partnership with Crowdrise.com Taps Social Media to Support Fundraising Efforts

(LOS ANGELES, CA – February 22, 2011) — [Hugh O'Brian Youth Leadership](#) announced today that it has partnered with the online community of www.crowdrise.com to tap into the power of social media to enhance its fundraising efforts. HOBY is the nation's top not-for-profit youth leadership development organization.

To kick off the Crowdrise affiliation, HOBY is currently in the midst of a "Lead with Love" fundraising campaign now through March 31. Through that effort it is hoped to raise enough money to send 13 underprivileged students to one of the more than 70 seminars that HOBY will be conducting around the country in the spring.

"Crowdrise provides an easy way for supporters and alumni to help other high school students join in the HOBY experience," says HOBY president and CEO Javier LaFianza. "Our seminars provide students who possess leadership skills a chance to foster their passion and knowledge in an encouraging and interactive environment. For many of these individuals, the weekend can be a life-altering experience."

On an ongoing basis, Crowdrise will provide an effective vehicle for family and friends to support the volunteer work and passion of HOBY alumni, or "ambassadors." All HOBY ambassadors are asked to complete 100 hours of community service. Through Crowdrise those hours can be tracked, and friends or family can "sponsor" a HOBY ambassador by pledging a set amount of money for every hour a HOBY ambassador gives back to his or her community.

"The power of social media in today's world cannot be overstated," says LaFianza. "By partnering with Crowdrise we hope to expand our base of supporters while providing a host of new, fun and interactive ways to further the mission of HOBY and the work we are doing."

Founded in 2009, Crowdrise has been named a "Top 25 Best Global Philanthropist" by Barron's.

(More)

HOBY/Lead with Love

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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 365,000 alumni proudly make up the HOBY family.

The 2011 Hugh O’Brian Youth Leadership World Leadership Congress will be held July 23-30 at Loyola University in Chicago. Now in its 43rd year, the Congress is expected to attract more than 400 youth ambassadors from the United States and at least 15 different countries who will engage in leadership learning and hands-on community service projects. Further information may be obtained at www.hoby.org.

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