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**Hugh O’Brian Youth Leadership Ambassadors Contribute  
263,000 Hours of Service and \$5.6 Million in  
Economic Value to Communities Nationwide**

(LOS ANGELES – August 23, 2011) — [Hugh O’Brian Youth Leadership](#) announced today that its alumni ambassadors contributed more than \$5.6 million in economic value over the past year through volunteer service to local communities across the country. HOBY is the nation’s foremost nonprofit youth leadership development organization.

“Central to the HOBY mission is the concept of service to others,” said HOBY President and CEO Javier LaFianza. “We encourage high school students to view themselves not as the leaders of tomorrow but as the leaders of today who have the capacity to make a meaningful impact starting now. The great work of our ambassadors over the past year is testament to that thinking.”

According to the organization Independent Sector, the average financial impact for volunteer time nationwide is \$21.36 per hour. Over the past 12 month, HOBY ambassadors contributed more than 263,000 hours toward community projects ranging from local recycling, food drives and graffiti paint outs to working with seniors, veterans or the disabled in a host of meaningful service endeavors. Some HOBY alumni have begun their own projects or started new nonprofit organizations that address community need.

“Youth service is an ongoing commitment through which students find the ability to tap into their personal strengths, enhance their critical thinking, and truly understand the value and rewards of making a commitment to causes greater than themselves,” said LaFianza. “In doing so, these engaged youths embark on a lifelong path of service and civic engagement. It’s a path from which both they and all of society reap tremendous rewards.”

Outstanding high school sophomores become involved with HOBY though participating in one of the organization’s leadership development programs held throughout the country each

*(More)*

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year. This year alone, more than 9,300 students from 7,100 high schools attended one of 70 such regional programs, culminating with last month's World Leadership Congress that attracted 400 students from the United States and 10 foreign countries.

Given its commitment to service, it is no wonder that each year HOBY ambassadors are among the largest groups awarded Presidential Volunteer Service Awards. In 2010, for example, more than 1,200 HOBY ambassadors from around the country were recipients of the prestigious award, presented annually to high school students who, over the prior 12 months, have each dedicated at least 100 hours to community service. To help HOBY ambassadors successfully meet that challenge, HOBY provides an innovative website ([www.hoby.org](http://www.hoby.org)) that is used to reach out to, communicate with, motivate and certify these volunteer hours.

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. Further information on HOBY or the World Leadership Conference may be obtained at [www.hoby.org](http://www.hoby.org).

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