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**Hugh O'Brian Youth Leadership Reports Exceptional Performance in 2010**

(LOS ANGELES, CA – March 7, 2011) — [Hugh O'Brian Youth Leadership](#) (HOBY) today reported exceptional performance in 2010, further solidifying its position as the nation's premier not-for-profit youth leadership development organization.

“We are extremely proud in the growth of our organization over the past year and, most importantly, in the high school students we've touched,” said HOBY President and CEO Javier LaFianza. “Today more than ever, organizations like HOBY are needed to help inspire students to fulfill their potential and to set them on a lifetime of service and dedication to others.”

Toward that end, in 2010 HOBY conducted more than 70 youth leadership seminars in 49 states and a number of foreign countries, touching more than 11,000 high school students with programs of inspiration, motivation and a “call to service.” Those regional seminars were culminated by the 2010 World Leadership Conference, held on the campus of the University of California, Los Angeles in July. That event attracted 400 students from 14 countries including Canada, China, Germany, Hong Kong, Iraq, Mexico, Nepal, Nigeria, Philippines, South Korea, Taiwan, United Arab Emirates and the United Kingdom, in addition to the United States.

Evidence of the impact HOBY makes in people's lives is the fact that in 2010 six high school students from HOBY were presented with Congressional Gold Medals, the highest honor bestowed upon young people by the United States Congress. Also last year more than 1,200 HOBY ambassadors (alumni) were presented with Presidential Volunteer Service Awards in recognition of each providing at least 100 hours to community service. To help these HOBY ambassadors successfully meet that challenge, HOBY established an innovative website ([www.hoby.org](#)) that is used to reach out to, communicate with, motivate and certify service hours.

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Contributing to HOBY's 2010 success was its growing list of prestigious corporate sponsors who have stepped up to support the work of the organization. Those sponsors include, among others, Southwest Airlines, Coca-Cola, Nestle Very Best in Youth, Verizon, Glaceau Vitamin Water, EF Tours and Loyaltex Inc.

Also last year HOBY joined with the People to People Ambassador Program to co-host a youth leadership seminar at George Washington University in Washington, DC. By leveraging each organization's programmatic strengths, this partnership is designed to help teens develop their leadership and community service skills while also preparing them for college and the challenges that await.

Final financial performance for 2010 was also positive, with a net increase in assets of over \$50,000. This success is particularly noteworthy as it comes during one of the most difficult economic periods in our country's history, one which is forcing many nonprofit organizations to curtail services or, in some cases, close their doors completely. Despite the enormous challenges, HOBY continues to grow and positively impact more students, schools and communities.

"HOBY is growing in youth involvement, corporate support and community impact," said LaFianza. "Our message is getting out that high school students aren't just the leaders of tomorrow but can be the leaders of today if they properly channel their energies, passion and devotion in service to others."

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 43<sup>rd</sup> 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](http://www.hoby.org).

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