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**Presidential Volunteer Service Awards Presented to
More Than 1,200 Hugh O'Brian Youth Leadership Ambassadors**

(LOS ANGELES, CA – October 20, 2010) — More than 1,200 [Hugh O'Brian Youth Leadership](#) ambassadors from around the country are among this year's recipients of the prestigious Presidential Volunteer Service Awards. HOBY is the nation's top not-for-profit youth leadership development organization.

The [Presidential Volunteer Service Awards](#) are presented annually to high school students who, over the prior 12 months, have each dedicated at least 100 hours to community service. Administered by the Points of Light Foundation & Volunteer Center National Network, it was created as a way to thank and honor Americans who, by their demonstrated commitment and example, inspire others to engage in volunteer service.

With volunteerism and service inherent in its mission, HOBY is an active participant in the program and encourages each student who attends a local HOBY Leadership Seminar to complete at least 100 hours of community service within one year.

To help these HOBY ambassadors successfully meet that challenge, HOBY provides an innovative website (www.hoby.org) that is used to reach out to, communicate with, motivate and certify service hours. Students who achieve their goal receive not only recognition from HOBY but are honored with the President's Volunteer Service Award, which includes congratulatory letters from the President of the United States and the Chair and Honorary Co-Chairs of the President's Council on Service and Civic Participation.

(More)

“Our Leadership for Service program is changing the lives of HOBY ambassadors and enhancing the quality of life in their communities,” said Javier LaFianza, HOBY’s president and CEO. “This program is specifically designed to raise the public’s awareness of young people as a resource for community problem-solving; prepare young people to take on meaningful roles in community problem-solving; and develop the capacity of individuals, organizations, and institutions to provide meaningful service and leadership opportunities for youth.”

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Since its inception, HOBY alumni have logged more than 1.5 million hours of service through approximately 10,000 unique service projects. “Volunteerism brings us closer together as families, as neighbors, as communities and as a nation,” says LaFianza. “The President’s Volunteer Service Award recognizes this, and we hope that through such recognition we can inspire others to make service a central part of their lives.”

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 may be obtained at www.hoby.org.

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