



FOR IMMEDIATE RELEASE

Austin Students Celebrate “Earth Day” By Exemplifying Environmental Stewardship

A Legacy of Giving, in partnership with The League, and Keep Austin Beautiful kick off philanthropy program in 14 Austin area schools

Austin, TX – (April 2, 2009) – A Legacy of Giving, a local nonprofit that teaches children the value of philanthropy as part of their school curriculum, today announced the kick-off of “Earth Day” events in 14 Austin-area schools to promote environmental stewardship and inspire students to do their part to protect and preserve their communities.

A Legacy of Giving, in collaboration with Keep Austin Beautiful (KAB), will support student-organized activities that connect philanthropy and the Austin environment. During April and May, students will embark on a variety of initiatives including recycling, habitat installation as well as campus and creek cleanups. The student-organized activities will be supported by the TEKS standard curriculum developed by Learning to Give, the curriculum division of The LEAGUE. KAB will provide presentations and resources, and each school will select a project contributing to an issue. Last year, The Ann Richards School for Young Women Leaders held its first annual EnviroFair to teach others about environmental concerns, while fourth and fifth graders at Perez Elementary School participated in “Clean Sweep,” an Austin event focused on recycling throughout the city.

“We were happy to join forces with A Legacy of Giving and advance our mission throughout Austin-area schools,” said Brian Block, executive director of Keep Austin Beautiful. “We think it’s important to provide children not only with the knowledge of how they can improve their environment, but also the resources available to them and opportunities to make a difference.”

The “Earth Day” celebration is one of three key events throughout the Austin school year. “Earth Day” events are developed by A Legacy of Giving and The LEAGUE.

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“It’s incredibly refreshing to see young people doing their part to help the community,” said Linda Brucker, executive director of A Legacy of Giving. “Learning about environmental issues and concerns is especially relevant because it directly affects their well-being and contributes to their future.”

“While ‘Earth Day’ is global in scope, it begins locally -- right in our own backyards,” says Doreen Stephens, vice president of programming & marketing for The LEAGUE. “The LEAGUE inspires teachers, students and entire schools to actively contribute to the health and beauty of our communities.”

Please see separate media alert for photo and interview opportunities and select list of April “Earth Day” events. For a full list of events in Austin schools, please contact PetersGroup at 512-794-8600

About A Legacy of Giving:

Founded in 2007 under the umbrella of the Austin Community Foundation, A Legacy of Giving advances its mission to empower children through philanthropy education to become more engaged in improving their communities and world. A Legacy of Giving believes that if children learn to be compassionate at the earliest ages, they will continue to be engaged in their communities and offer their gifts of time, treasure, and talent as adults. A Legacy of Giving empowers students to take action in their communities by offering them well planned, hands-on, real-life projects. The vision of A Legacy of Giving is to grow a generation of givers.

About Keep Austin Beautiful:

Keep Austin Beautiful (KAB), established in 1985, is a non-profit organization that provides resources and education to inspire individuals and the Austin community towards greater environmental stewardship. KAB’s goal is to clean, beautify and protect the Austin environment through physical improvements and education. For additional information, visit www.keeptaustinbeautiful.org.

About The LEAGUE:

Created by a consortium of business, education, government, media, youth and non-profit leaders, The LEAGUE empowers young people everywhere to get in the game of “doing good” and making a positive difference in their community and world through a multi-prong program that focuses on curriculum, events, direct service, training and recognition. The LEAGUE is school and web-based and available to teachers nationwide. Joining The LEAGUE is simple – and everything a school needs to get started is available at www.theleague.org. The LEAGUE provides step-by-step instructions on how to register, plan events, track points, reward team members and much more. It also provides access to more than 1,300 lessons on giving, service and civic engagement, state approved for use in K-12 classrooms nationwide. For more information, visit www.theleague.org.

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