

AMERICA'S PROMISE - THE ALLIANCE FOR YOUTH



100 BEST COMMUNITIES
for Young People

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Durham Named One of *100 Best Communities for Young People*

(DURHAM, N.C. – Jan. 26, 2007) Durham is one of only two communities in the state selected by America's Promise – The Alliance for Youth as one of the *100 Best Communities for Young People* for its outstanding, innovative efforts that benefit children and youth. Mayor William V. "Bill" Bell was on hand to receive the honor Thursday evening in Washington, D.C., while attending the U.S. Conference of Mayors.

The *100 Best* competition honors communities for their commitment to provide healthy, safe, and caring environments for young people. Around 450 communities in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands took part in the competition.

The Durham Convention & Visitors Bureau spearheaded the effort to submit the extensive, 22-page application on behalf of the 16-organization Durham Public Information and Communications Council.

The City of Durham, Durham County, Duke University, North Carolina Central University, Greater Durham Chamber of Commerce, Durham Public Schools, Durham's Partnership for Children, and Triangle United Way were also actively involved in submitting Durham for consideration. DCVB and other Durham messengers use accolades like this to establish credibility and to assist in economic development efforts.

"Durham's efforts on behalf of young people are too often underappreciated," said Mayor Pro Tem and founder of the Durham Youth Council Cora Cole-McFadden. "I'm glad that DCVB followed up on my suggestion to get Durham the recognition it deserves."

Because of its selection as one of the *100 Best*, Durham is now eligible to apply for up to \$100,000 in funding to help resource a collaborative plan for delivering more programs and services for its young people.

"Nothing is more important than seeing that our children and youth have the resources and support systems they need to thrive and succeed," said America's Promise Founding Chairman General Colin L. Powell, USA (Ret.). "When a community provides all that its young people need to be healthy and secure, they deserve to be honored and showcased as an outstanding example of what it takes to successfully nurture this nation's young people."

First launched in 2005 by General Powell in partnership with Capital One Financial Corporation, the 2007 *100 Best Communities for Young People* competition began accepting applications in September 2006. Durham and the other winners were chosen by a distinguished selection panel of civic, business, and nonprofit leaders, including United Way of America President Brian

Gallagher, U.S. Chamber of Commerce President Tom Donohue, NBC News Washington Bureau Chief and Moderator of *Meet the Press* Tim Russert, CEOs for Cities' President and CEO Carol Coleta, and former Denver mayor Wellington Webb.

About America's Promise

Founded by retired General Colin L. Powell, the America's Promise Alliance is the nation's largest private-public partnership committed to ensuring that every child receives the five fundamental resources—the Five Promises—essential for success: caring adults, safe places, a healthy start, an effective education, and opportunities to help others.

Alma J. Powell currently serves as chair. Marguerite W. Kondracke serves as president and chief executive officer. Among the founding partners are the Corporation for National and Community Service, Points of Light Foundation, The United Way of America, Communities In Schools, and MENTOR/National Mentoring Partnership.

America's Promise grew out of the Presidents' Summit for America's Future in 1997, where Presidents Bush, Carter, Clinton and Ford, with Nancy Reagan representing President Reagan, challenged the country to make children and youth a national priority. President George W. Bush affirmed his commitment in 2001.

About Capital One

Headquartered in McLean, Virginia, Capital One Financial Corporation (www.capitalone.com) is a financial holding company, with more than 324 locations in Texas and Louisiana. Its principal subsidiaries, Capital One Bank, Capital One, F.S.B., Capital One Auto Finance, Inc., and Capital One, N.A., offer a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One's subsidiaries collectively had \$47.2 billion in deposits and \$108.4 billion in managed loans outstanding as of June 30, 2006. Capital One, a Fortune 500 company, trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 500 index.

About Durham Public Information and Communications Council

The Durham Public Information and Communications Council is a collaboration of sixteen organizations, which provide information about Durham as a "place" to work, live, or visit. It was chartered by the Durham Convention & Visitors Bureau and Greater Durham Chamber of Commerce in 1997, following an audit of the communications functions of Durham messengers by Epley & Associates. Meetings are held monthly with the senior communications and public information officers for: *City of Durham, County of Durham, Downtown Durham Inc., Duke University, Duke University Health System, Durham Regional Association of REALTORS, Durham Convention & Visitors Bureau, Durham Corporate Relocation Consortium, Durham Technical Community College, Durham Police Department, Durham Public Schools, Greater Durham Chamber of Commerce, The Housing Authority of the City of Durham, North Carolina Central University, Raleigh-Durham International Airport, and Research Triangle Foundation.*

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Durham News Service is a service of the Durham Convention & Visitors Bureau, a local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.