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FOR IMMEDIATE RELEASE

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The City of Birmingham's Division of Youth Services Launches its 2010 FULL 52 Initiative

(Birmingham, AL) – This year will be filled with exciting opportunities available to Birmingham's youth and the City of Birmingham Mayor's Office-Division of Youth Services (DYS) is more committed than ever to continuing our mission of putting *Youth First* in the City of Birmingham.

DYS is here to serve our city's youth in a number of ways: (1) *We serve as a clearinghouse for youth-related information;* (2) *We encourage youth inclusion and participation in decision-making processes;* (3) *We maintain a network of collaborative partnerships;* and, (4) *As needed, we assist with monitoring city-funded youth initiatives.*

Currently, we are in the midst of our FULL 52 Initiative. That's "52" weeks "FULL" of youth programming – something every week of the year for young people to do! In January alone, DYS will host a number of events, including:

- *The 2010 Birmingham CARES Mentoring Fair*
- *The Youth First Blood Donation Drive*
- *The Birmingham Young Advisory Commission Launch*
- *The Hunt for Happiness Contest*
- *Princesses & Queens (an event for girls & women)*
- *Princes & Kings (an event for boys & men)*

In 2010, we will also be expanding our reach by launching social networking pages via Facebook, Twitter, and YouTube. You will be able to use these sites to "friend," "follow," or "watch" DYS! We are also establishing a list of E-Blast contacts who will receive up-to-date information about programs, activities and events facilitated by DYS and other local youth service providers. Be sure to establish a point of contact with our office so that we can add you to our E-Blast list and invite you to our sites.

For more information about DYS' FULL 52 Initiative, contact Cedric D. Sparks, Sr.-DYS Executive Director or Beverly Meadows-DYS Public Information Officer at 320-0879.