



Office of Mayor Lawrence J. Morrissey
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MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

CONTACT INFORMATION:

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nCENTER CREATES LOCAL 'CELEBRITY APPRENTICE' TO BENEFIT TEENS AND CHARITY

WHAT: The Rockford Youth Initiative will announce that two local businesses; The Dr. Pepper/7Up Bottling Group and U-Bake Loves Park have agreed to partner with students of the nCENTER's Student nTERPRISE AtoZ program. In a format that is very similar to 'THE CELEBRITY APPRENTICE' the students are given a product line and must develop and execute a business plan to benefit themselves, the nCENTER and a charity of their choice.

In addition to providing an over view of the nTERPRISE program, the student entrepreneurs will also announce the non-for-profit they have selected as the recipients of the charity donation which will be derived from the students' sales.

WHEN Tuesday, June 22, 2010 at 11:00 a.m.

WHERE Rockford Rescue Mission; 715 West State Street

INTERVIEWS: Students involved in the nTERPRISE program; Larry Heck; Dr. Pepper/7 Up Bottling Group; Shane Huber; UBake of Loves Park; Darcy Bucholtz; WIB and representatives from the selected non-for-profits

PHOTO OP Standard press conference set up

PARTNERS The Dr. Pepper/7Up Bottling Group; U-Bake Loves Park; Workforce Investment Bureau

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