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UP WITH PEOPLE LAUNCHES "PROJECT PRIDE" IN LOS ANGELES SCHOOLS

A group of 140 international students from Up With People will join forces with thousands of Los Angeles youth this week in "Project Pride," an educational initiative designed to confront some of the challenges facing young people in urban America.

Project Pride was developed by Up With People, an educational organization that is in the process of relocating its international headquarters to the metro Denver area. During a three-week period from April 28 to May 14, Up With People members will interact with youth in 22 Los Angeles elementary schools: conducting in-school workshops, performing musical shows, and involving the students in community service activities. The goal of the program is to help inner-city youth develop greater cross-cultural appreciation and a broader world perspective, gain self-esteem and self-respect, and learn responsibility towards others and their communities.

"Urban America is faced today with overwhelming social challenges," said Steven W. Woods, Up With People's Chairman of the Board and Chief Executive Officer. "One of the greatest challenges is to provide youth in urban environments with the opportunity to reach their full potential. It is imperative that they are able to develop the perspectives, values and skills that are needed in our increasingly diverse and interdependent society. In recognition of this, Up With People has developed Project Pride in an effort to broaden the perspective of urban youth and to instill in them a desire to effect positive change in their own lives and communities."

Project Pride has received the endorsement and support of numerous community leaders, organizations and businesses in Los Angeles, including Mayor Tom Bradley, the Rev. Cecil Murray of the First A.M.E. Church, the L.A. Unified and L.A. County School Districts, Rebuild L.A., L.A.'s Best, the Urban League, the Japanese Business Association, Toyota Motor Corporation, the Latin Business Association, and Southern California Edison. The project has received funding support from the J. G. Boswell Foundation and the Henry A. Braun Foundation.

The individual components of Project Pride include:

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* Formal, in-school workshops - Elementary school students express feelings about themselves and their community. They will learn about leadership through a "mirroring" game, will gain confidence in their opinions, and will be provided with the tools to write community and government leaders.

* Musical performances - Up With People will perform mini-shows designed for a school audience. The performances will consist of songs that deliver a positive and hopeful message of cross-cultural understanding. These songs will also be taught to the students and used by them during future community outreach activities.

* Community service programs - Students will be helped to identify needs and develop service plans, and will be urged to complete a pledge to participate in projects that will improve their community. Parents and teachers will be encouraged to approve the service plans and assist with follow-up.

With the success of this program in Los Angeles, Up With People hopes to establish Project Pride as a permanent feature of its educational and community service program and to duplicate these efforts in other urban areas throughout the United States.

Since Up With People was established 28 years ago, more than 14,000 alumni from 70 countries have participated in its unique leadership education program. Up With People students spend one year in the program, during which they travel throughout the world, live with host families, participate in educational and community service activities and perform musical shows. The goal of Up With People is to increase understanding among the people of all nations and to help young people develop leadership skills they can utilize in their own communities.

Up With People will open its new international headquarters in the metro Denver area this summer. The Up With People International Center is now under construction at the Interlocken business park in Broomfield and will be dedicated at a July 23 ceremony that is expected to attract international government and business leaders.

Simultaneous with the dedication of its new headquarters, Up With People will be starting an Orientation and Staging program for its 1993-94 students. More than 500 international young people will be in the metro area throughout August to participate in this Orientation and Staging program, and Up With People is in need of local families to host some of these students. Interested families should contact Up With People at 430-4160.