

**February 20, 2008 - New York Life Foundation**

**FOR IMMEDIATE RELEASE**

**NEW YORK LIFE FOUNDATION AWARDS 4-H \$1.6 MILLION  
TO IMPACT YOUTH IN CLEVELAND, MINNEAPOLIS  
AND NEW YORK CITY**

NEW YORK, N.Y., February 20, 2008 — National 4-H Council, the private sector partner of 4-H, the largest youth development organization in the country, announced today that it is being awarded a three-year, \$1.6 million grant from the New York Life Foundation to create 90 additional New York Life Youth in Governance 4-H Clubs in Cleveland, Minneapolis and New York City.

The grant also will expand 41 existing New York Life Youth in Governance 4-H Clubs in Ithaca, N.Y. and Atlanta, Ga. and provide 360 full and partial scholarships for youth and adult volunteers from all 131 new and existing New York Life Youth in Governance 4-H Clubs to attend 4-H's Citizenship Washington Focus (CWF) program. CWF is a week-long civic leadership program held each summer in Washington, D.C.

Over the past two years, the New York Life Foundation and National 4-H Council have partnered together to develop a new approach to engage underserved youth ages 8-18 in democracy, civic engagement and community service. Early results show that the New York Life Youth in Governance 4-H Clubs are a promising example of how youth participants achieve increased leadership, communication skills and self confidence; strengthen their understanding of democracy and civic processes; and develop a heightened level of community engagement.

"This further investment by the New York Life Foundation will allow 4-H to replicate the strong model developed over the past two years in three major urban areas in the country," said Donald T. Floyd Jr., National 4-H Council president and CEO. "By expanding this model to three new cities, 1,800 additional youth will be given the opportunity to serve in leadership roles, learn new skills and work to improve their communities for the future through New York Life Youth in Governance 4-H Clubs."

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"We are pleased to continue our partnership with 4-H to expand the successful program model that has already delivered positive outcomes to over 700 participants and will allow 1,800 additional youth to increase their leadership and communication skills as they become confident, responsible citizens," said Chris Park, president, New York Life Foundation. "The New York Life Youth in Governance 4-H Club program has enabled disadvantaged young people to develop a connection to both their communities and to public officials, which in turn has helped them to better understand their role in civic affairs as well as the value of their contributions."

4-H is a community of 6.5 million young people across America learning leadership, citizenship and life skills. National 4-H Council is the national, private sector, non-profit partner of the 4-H Youth Development Program and its parent, the Cooperative Extension System of the United States Department of Agriculture. Learn more about the 4-H adventure at [www.4-H.org](http://www.4-H.org).

The New York Life Foundation is the major vehicle through which New York Life Insurance Company channels contributions to national and local nonprofit organizations. Through its Nurturing the Children initiative, the Foundation supports organizations, programs and services that target young people, particularly in the areas of mentoring, safe places to learn and grow, and educational enhancement opportunities. Since 1979, the New York Life Foundation has donated more than \$100 million to national and local nonprofit organizations. Please visit the Foundation's Web site at [www.newyorklifefoundation.org](http://www.newyorklifefoundation.org).