



all our kids, inc.
WHAT THE FUTURE CAN BE.



PRESS RELEASE

September 21, 2007

Contact: Julie Hefflinger, President
All Our Kids, Inc.
402-930-3000
jhefflinger@allourkids.org

FOR IMMEDIATE RELEASE

All Our Kids and Winners Circle Merge To Better Serve At-Risk Youth

(Omaha, NE) On September 7, 2007, Winners Circle Educational Foundation merged to form a new partnership with All Our Kids, Inc., which will serve more than 4,000 at-risk youth in Omaha from kindergarten through high school in the 2007/2008 school year. This twelve year program will help more Omaha youth to reach their academic goals, graduate from high school and pursue secondary education. "We know that our combined programs will help these children reach their fullest potential," said Jerry Hoberman, one of the founders of Winners Circle. Julie Hefflinger, President of All Our Kids adds, "This new partnership makes a lasting promise to kids that says, If you aim high and aspire to college or trade school, we'll help you get there with mentoring, academic support, tutoring and financial aid."

All Our Kids was established in 1989, as a mentoring and scholarship program to serve at-risk youth in grades 6-12 from Omaha Public Schools. The mission of All Our Kids is to increase the availability of responsible mentoring relationships for at-risk youth in the Greater Omaha metropolitan area and to provide more scholarship opportunities so that young people can become employable, productive citizens. Today, All Our Kids provides mentoring opportunities for about 500 youth with academic potential and offers post-secondary scholarships for graduates of the program.

Winners Circle was first introduced in 1996 in elementary schools in the Omaha Public Schools District. The mission of Winners Circle is to improve academic achievement and citizenship through goal setting, parent involvement, school pride and rewards. Winners Circle currently serves more than 3,500 students from kindergarten through 6th grades at eleven Omaha Public elementary schools.

Collectively, All Our Kids and Winners Circle will serve 12 elementary school sites including Belvedere, Saratoga, Conestoga Magnet, Mount View, King, Howard Kennedy, Miller Park, Kellom, Fontenelle, Field Club, Jackson and Franklin; 3 middle school sites, Monroe, Lewis & Clark and McMillan; and one high school site, Central High School in the 2007/2008 academic year.

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For more information, contact Julie Hefflinger, All Our Kids President at 402-930-3000; email jhefflinger@allourkids.org or contact Beth Smith, Winners Circle Executive Director at 402-561-6065; email beths.winnerscircle@ops.org