



BOYS & GIRLS CLUBS
OF CENTRAL OREGON
THE POSITIVE PLACE FOR KIDS

NEWS RELEASE

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BendBroadband donates \$10,000 to “Partnership for Kids” Campaign for Boys & Girls Clubs of Central Oregon

February 18, 2010– (Bend, OR) Thanks to the generous support of BendBroadband, Boys and Girls Clubs of Central Oregon (BGCCO) will now have even more resources to draw from to support their mission to enable the youth of Central Oregon to reach their full potential as productive, caring and responsible citizens.

BendBroadband kicked off the “Partnership for Kids” campaign, a business-supported effort designed to raise funds for Boys & Girls Clubs of Central Oregon, by donating \$10,000 today. Amy Tykson presented a check to the BGCCO Board of Directors and hopes to inspire other businesses to get involved. Businesses are encouraged to invest in afterschool programming for the youth of our communities. Businesses may consider donating a flat fee, asking customers to donate \$1, or like BendBroadband, by donating a portion of sales.

BendBroadband donated \$5 to Boys and Girls Clubs of Central Oregon for every new order for its cable, Internet or telephone services. **Quote about how the staff became very involved and how much internal spirit there was...**

“Boys & Girls Clubs of Central Oregon provides a positive and secure environment for Central Oregon youth and fills a vital community role. With budget reductions at area schools and parents working hard to make ends meet, the Club is a resource for parents, offering homework help, leadership opportunities and a healthy dose of fun. We are glad

to play a part to help families and youth by supporting the Club and we hope other area businesses can do the same,” said Amy Tykeson, President and CEO of BendBroadband.

“Boys & Girls Clubs will always need to fundraise – as that is how nonprofits find their investors. “Partnership of Kids” is a business campaign seeking the support of a variety of organizations such as restaurants, car dealers, media, grocery stores, banks and credit unions who collectively fundraise to keep programs fully funded,” said Lisa Burbidge, Executive Director. “We are grateful to BendBroadband for stepping forward to support positive programs for kids and teens.” continued Burbidge. “Our Teen Program, for example, has long been an effective way to get kids into Clubs, where they learn discipline and character-building skills, as well as how to work with people from diverse backgrounds. Thanks to the funds generated by BendBroadband, we are able to improve our programs every year and continue providing such important life lessons.”

Businesses are encouraged to take full advantage of the partnership. They can place messages on their reader boards, promote the program within, or just get creative on raising much needed funds for youth. Watch for businesses who are getting involved today, as each week BGCCO will be highlighting a company that is joining as a partner in serving kids. For more information, please call 617-2877 or email lburbidge@bgcco.org.

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About Boys and Girls Clubs of Central Oregon:

For 14 years, BGCCO has been providing guidance-oriented, character development programs for children 6-18 years old, conducted by trained, professional staff. The organization operates four Clubs and an extension program at Lynch Elementary School in Redmond, serving over 1,600 young people annually throughout Central Oregon. Known as "The Positive Place for Kids," Club programs emphasize character and leadership development, education and career, health and life skills, the arts, sports, fitness and recreation. The Clubs exist to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible, and caring citizens. For more information, 541-548-2840.

About BendBroadband:

BendBroadband is a family-owned, Oregon-based company serving Central Oregon since 1955. A leader in the cable sector, the company offers an extensive range of broadband, cable and telephone services for commercial and residential customers. Central Oregon facilities include over a thousand miles of fiber and coax infrastructure along with a metropolitan optical Ethernet serving the business community. BendBroadband offers multiple high-speed Internet and phone options, Video on Demand, digital video recorders, 100% digital cable, HDTV (including more than 90 HD channels) and a choice of interactive program guides. The company recently introduced outdoor Wi-Fi service in its footprint and announced wireless broadband to an expanded Central Oregon footprint later in 2009. In the community, BendBroadband provides extensive local sports and civic programming created and produced by COTV, channel 11. The company focuses corporate contributions and sponsorship efforts on children and youth, and by supporting the arts and entertainment in Bend, Redmond, Sisters and Prineville.