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EOYDC CELEBRATES 35 YEARS OF BUILDING CHARACTER TO BUILD COMMUNITIES
EOYDC Impacts Tens of Thousands via Arts, Education, Career Development, and Wellness Programs

OAKLAND, CA May 20, 2013 – May 2013 marks the 35th Anniversary of The East Oakland Youth Development Center's (EOYDC) service to the community at large. Founded by then-Clorox CEO Robert Shetterly, the organization's mission was to help disenfranchised youth and young adults receive the same training and opportunities as their economically advantaged counterparts. Today, EOYDC proudly celebrates 35 years of providing quality arts, education, job development, and wellness programs and services; having positively transformed the lives of more than 30,000 individuals.

The relationship between Clorox and EOYDC is a unique one. The corporation was not only responsible for seeding, but also visualizing the youth center’s existence. This resulted in Clorox’s community relations culture of health, economical, and educational equity. Clorox’s continued presence at EOYDC is evident – in the form of board leadership, individual and corporate contributions, as well as volunteerism. Current Clorox CEO, Don Knauss, is responsible for strengthening this partnership and facilitating a refreshed knowledge exchange between the two entities. EOYDC President and CEO, Regina Jackson, shares: "Under Don Knauss' leadership, Clorox Company engagement has become multi-level fortified with annual team service days, participation in the Diamond Leadership Institute (Clorox’s mid-level management training program), mentoring of our Pathway to College and GED students, and more. EOYDC celebrates 35 years of the best cross-sector partnership ever!" This union will be celebrated at a reception next month, commemorating Clorox’s Centennial anniversary along with EOYDC’s 35th.

In addition to the joint anniversary celebration, there are several endeavors and events that contribute to the significance of this milestone year. Among them: a Capital Campaign (campus expansion of 5,294 sq. ft.), a visit and performance by the Universoul Circus, the Second Annual
Dress for Success, participation in the China-U.S. Study Exchange Program (Think China), Southwest Airlines College Tours to New York City, and Washington, DC, the Lexus Champions for Charity Golf Tournament, and the 9th Annual Something for Everyone scholarship fundraiser – set to take place on Saturday June 29th. Something for Everyone is a private event hosted by EOYDC alumnus, Brian Shaw, dedicated to celebrating the academic distinction of college-bound high school seniors and college students. Additionally, EOYDC’s Champions for Youth are honored in this star powered fundraiser. Among previously recognized Champions for Youth are: Actress Brley Evans (Sparkle), D’wayne Wiggins (Tony, Toni, Tone), and NBA Rookie of the Year Damian Lillard.

The East Oakland Youth Development Center (EOYDC) – a national model for youth development – strives to build the social and leadership capacities of youth and young adults (ages 6 – 24) so that they are prepared for employment, higher education, and leadership opportunities. EOYDC provides programs and services in the areas of Art, Education, Job Development/Training, and Wellness. Visit us online at www.eoydc.org.

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