



PRESS RELEASE
FOR IMMEDIATE RELEASE: 2009

CONTACT: Regina Jackson, Executive Director, (510) 569-8088, eoydc@eoydc.org

EOYDC Celebrates 30 Years of Free Service to Local Community & Nation

Model programs provide life skills and leadership training to 2,000 participants annually

OAKLAND, CA — This year the East Oakland Youth Development Center (“EOYDC”) celebrates it’s 30th anniversary of free service to the Oakland community and the nation.

EOYDC, a vision of former Clorox Company CEO Bob Shetterly, is a 501(c)3 nonprofit 30,000-square foot multidimensional youth center established in 1978. Although EOYDC is located in an economically depressed, high crime area of Oakland, each year EOYDC provides a safe haven for learning and growth for more than 2,000 youth and young adults. Now an international model for youth development and youth leadership, bilingual EOYDC programs focus on artistic expression, education, and physical fitness. The Art department features painting, culinary arts, music, sculpture, drawing, dance, photography and several other programs. Project Job Opportunities for Youth offers educational counseling, computer literacy, homework assistance, GED preparation, college tours, and job placement services, among other services. The Physical Development department sponsors a variety of recreational activities, including basketball, track and field, hiking, seasonal baseball and rowing, volleyball, self-defense/martial arts, and others. EOYDC programs serve more than 2,000 youth and young adults annually. The college program has a 96 percent graduation rate, and more than 300 youth are placed in jobs each year.

“When I first learned about EOYDC, I was moved by the hope and promise offered by this haven located in one of the toughest areas in our community,” said Don Knauss, CEO of the Clorox Company. “We are proud to be a supporter of EOYDC with our dollars and with countless hours of employee volunteer efforts. EOYDC is making a difference in our community, changing lives one day at a time. We salute this dynamic organization on the occasion of its 30th anniversary and look forward to continuing our partnership with them.”

EOYDC recently released the Clorox Company sponsored commemorative book **Changing Lives One Day At A Time**, which features interviews with a diverse range of 30 EOYDC alumni who tell how the Center shaped life-defining moments for them. Prominent EOYDC alumni featured include actor Mark Curry, LA Lakers assistant coach Brian Shaw, NBA star Gary Payton and musician Dwayne Wiggins.

Regina Jackson, EOYDC Executive Director for the past 15 years, this year received the Jefferson Award for Public Service. Created in 1972 by Jacqueline Kennedy Onassis with U.S. Senator Robert Taft Jr. and Sam Beard, the Jefferson Awards for Public Service were founded to establish a Nobel Prize for public and community service.

For more information about the EOYDC visit www.eoydc.org or call (510) 569-8088.

###