

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Wednesday, January 6, 2012

CONTACT: Lesley Bruno, lesley.bruno@grcc.com

In an unprecedented regional effort, the Greater Richmond Chamber and superintendents from seven local public school systems will gather for a joint press conference proclaiming a region-wide initiative: "January Mentor Month." This month-long, cross-jurisdictional undertaking calls attention to the significance of business role models and volunteer engagement in our schools to support a thriving workforce. The press conference will also feature a representative from a prominent area business who will discuss the rationale for, and experience with, business community involvement in mentoring and volunteering in the schools.

WHO: Greater Richmond Chamber, the region's public school systems and a representative from the region's business community

WHAT: Press conference proclaiming regional "January Mentor Month" initiative

WHEN: Tuesday, January 10, 2012 promptly at 11:45 a.m.

**WHERE: Scott House, Virginia Commonwealth University
909 W. Franklin Street, Richmond 23284**

ON-SITE CONTACT: Danna Geisler, 302.593.9051

Data released in March 2011 by the Alliance for Excellent Education (AEE) revealed that in the Richmond region, an estimated 5,400 students dropped out of the Class of 2010. Cutting this number in half would add \$34 million in earnings for each year's graduating class. The cumulative effect of earnings from multiple classes would have an enormous impact on the Richmond region, benefitting businesses through an enhanced workforce and providing economic benefits for the students and the region.

With this in mind, Greater Richmond Chamber members have overwhelmingly identified education and workforce development as pillars of a thriving community. In the spirit of National Mentoring Month, this January, the Chamber has rallied together its Community Affairs Committee and Business Councils to partner with the region's public school systems in a sweeping initiative to encourage the business community to volunteer in support of the region's educational systems.

This regional mentoring and volunteer initiative is a partnership of:

The Greater Richmond Chamber
Virginia Mentoring Partnership
Communities in Schools (Chesterfield & Richmond)
Charles City County Public Schools
Chesterfield County Public Schools
Goochland County Public Schools
Hanover County Public Schools
Henrico County Public Schools
New Kent County Public Schools
Richmond Public Schools

About the Chamber:

Since 1867, the Greater Richmond Chamber (www.GRCC.com) has taken the lead to enhance and institute change in the Richmond Region, making the region an ideal location for businesses to prosper. The Chamber, a not-for-profit business membership association with more than 1,300 members and a professional staff of 24, is a catalyst for business development and the voice of business in Greater Richmond.

Press Contact:

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