

FOR IMMEDIATE RELEASE

[DATE]

Contact: [NAME], [TITLE], [SCHOOL/ORGANIZATION]

[PHONE NUMBER], [EMAIL]

**[LOCAL HONOREE HOMETOWN], [GRADE] Named [SCHOOL/ORGANIZATION]'s  
Top Youth Volunteer of the Year**

[SCHOOL/ORGANIZATION] today named [LH NAME], [LH AGE], of [LH HOMETOWN] its top youth volunteer of the year.

The honor was granted as part of the Prudential Spirit of Community Awards, a nationwide youth volunteer recognition program sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals.

By selecting [LH NAME] as its top youth volunteer, [SCHOOL/ORGANIZATION] has advanced [HIS/HER] application for state-level judging in the 2020 Prudential Spirit of Community Awards program. Prudential will announce [STATE]'s top youth volunteers of the year on February 4, 2020.

**[SENTENCE ABOUT LH'S SERVICE ACTIVITY].**

[SCHOOL/ORGANIZATION] also recognized [RUNNER-UP NAMES, GRADES] for their exemplary volunteer service with Prudential Spirit of Community Certificates of Merit.

**[SENTENCE ABOUT EACH RUNNER-UP'S SERVICE ACTIVITY].**

**[QUOTE FROM PRINCIPAL/ORGANIZATION DIRECTOR].**

As a Local Honoree, [LOCAL HONOREE NAME] is now in the running to be named one of two Prudential Spirit of Community State Honorees for [STATE]. State Honorees receive a \$1,000 scholarship and an all-expense-paid trip with a parent or guardian to Washington, D.C., for several days of special recognition events. Other state-level honorees will receive bronze medallions or Certificates of Excellence.

During the national recognition events in Washington, America's top 10 youth volunteers of the year will be named by a distinguished selection committee. Each of these National Honorees will receive an additional \$5,000 scholarship, a trophy for his or her school or organization, and a \$5,000 Prudential Foundation grant for a charitable nonprofit organization of their choice.

"Young people who contribute their time and talents to their communities are role models for all of us," said Prudential Chairman and CEO Charles F. Lowrey. "We salute their dedication, their achievements, and their spirit of community."

"Demonstrating civic responsibility through community volunteerism is an important part of life," said NASSP Executive Director JoAnn Bartoletti. "These Honorees practice a lesson we hope all young people, as well as adults, will emulate."

The Prudential Spirit of Community Awards represents America's largest youth recognition program based exclusively on volunteer service. Since 1995, the program has honored more than 130,000 youth volunteers at the local, state and national level. Learn more at [spirit.prudential.com](http://spirit.prudential.com) or [nassp.org/spirit](http://nassp.org/spirit).