



FOR IMMEDIATE RELEASE

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CONTACT

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**BIG BEND CARES RECEIVES CHARITABLE GRANT FROM POP CULTURE
TV STATION MTV FOR YOUTH CORPS PROGRAM**

- WHAT:** Big Bend Cares was awarded an \$800 grant from the popular TV station MTV
- WHY:** MTV Youth Venture Grants Program offers grants of up to \$1,000 nationwide to assist community service projects that involve youth and young adults, its core audience
- WHEN:** Big Bend Cares applied for this grant on December 28, 2005 and was thrilled to receive the congratulatory award letter on January 23, 2006
- WHO:** Big Bend Cares Youth Corps Division has been given this grant to help spearhead its R.O.P.E. (Reach Out through Peer Entertainment) Project that will use social functions as a means of promoting HIV/AIDS awareness
- WHERE:** The MTV grant money will help fund the monthly R.O.P.E. activities that will be held throughout the Big Bend area

Big Bend Cares is pleased to announce that we have received a generous contribution that recognizes the potential of our new and exciting division of Youth Corps, a youth project called R.O.P.E (Reach Out through Peer Entertainment). MTV created its mtvU grants Youth Venture Program to offer grants of up to \$1,000 to deserving youth-oriented, community service organizations. Big Bend Cares Youth Corps division applied and received an \$800 grant from MTV to assist in launching our interactive R.O.P.E. program. R.O.P.E. is geared towards promoting HIV/AIDS awareness through monthly social functions. Big Bend Cares is grateful for MTV's financial and moral support, and plan to achieve great success from it.

If you have any questions concerning Big Bend Cares, please contact Melissa Walton at 656-2437 ext. 225. You can also visit Big Bend Cares website at www.bigbendcares.org

Thank you for considering this important information in your news coverage schedule.

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