

PRESS RELEASE



Black Youth Leadership Project

For Immediate Distribution

NEW BYLP.ORG WEBSITE OFFERS A FRESH LOOK AND STREAMLINES PROGRAM EFFORTS

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Sacramento, CA, August 22, 2011 – Black Youth Leadership Project (BYLP) announces the launch of its new website, designed with a fresh user-friendly experience and presentation of information regarding its mission and programs for high school age youth. The new website’s low hierarchical structure allows users to find information easily and smoothly.

The primary objective of the new BYLP website is to provide an effective platform to help youth as well as communities understand the partnership that must take place between the two. “It has been said before, but today’s youth truly are our future and BYLP takes that seriously. Without them there is no BYLP. We want youth to fully understand the relevance of civic participation within the American system, understand the Legislative Process and equip them with the necessary information to make informed decisions. Personal and corporate communities alike must understand the essential investment that needs to take place in order to proactively create a vision that’s brighter for California and our nation.” said Lorreen R. Pryor, BYLP President.

Students

The new Students page provides a listing of various BYLP alumni that have benefited from participating in BYLP’s programs, continuing on to colleges such as Harvard, Howard and Clark-Atlanta as well as universities within the CSU and UC system. Students can access the Resources subpage to make informed decisions concerning college and the California Secretary of State’s website to learn about elections & voting.

Corporate Partners

The new Partners page more appropriately provides recognition to personal and corporate partners that support BYLP and its mission. BYLP partners have a dedicated page where they can be made aware of upcoming partnership opportunities to enhance relationships with city residents.

Media

The new Media page allows for easier access regarding upcoming events, press releases and facts about BYLP. Video files will also be available from this page.

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How To Support

There are numerous ways to show support of BYLP and its efforts. From charitable shopping contributions through OneCause.com, tax deductible vehicle donations, e-waste recycling, the online donation portal, to hands on volunteering, there's something for everyone.

Social Media

Now follow BYLP on Twitter! Get real-time answers directly from the BYLP President via Twitter or contact her through Skype, weeknights between 5-9 PM (PST).

About BYLP

Black Youth Leadership Project (BYLP) is a 501(c) 3 non-profit, civic educational organization dedicated to developing the next generation of future professionals and public leaders in California. By seeking to help make the Capitol and its legislative staff of African American descent more accessible to the California community and schools, it functions to extend knowledge of policy issues and policy-making through a combination of experiential and academic education. Participants gain firsthand experience in many aspects of the Legislative process, including policy development and implementation, executive-legislative relations and public speaking.

Visit www.bylp.org for more information.

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