



FOR IMMEDIATE RELEASE...

August 21, 2008

**FRANK SKI KIDS FOUNDATION PLANET GREEN: AMAZON ADVENTURE ALUMNUS SPOKE YESTERDAY AT THE COCA-COLA AFRICAN AMERICAN EMPLOYEES FORUM One Winner of Foundation's Science Competition to the Amazon Rainforest was Guest Speaker**

**WHO:** The Coca Cola Company, Frank Ski Kids Foundation and The National Mentoring Movement

**WHAT:** Frank Ski, Founder of Frank Ski Kids Foundation and co-host of V103's top rated morning show, served as moderator of the Coca-Cola African American Employees Forum. Coca-Cola Global Community Connections has partnered with the Frank Ski Kids Foundation, The National Mentoring Movement (organized by Susan Taylor, ESSENCE magazine former editor in chief) and Thomas Dortch (Chairman Emeritus of the 100 Black Men of America) to launch their mentoring and tutoring initiative.

**WHEN:** Took place yesterday, Wednesday, August 20, 2008 at the Coca-Cola Company World Headquarters Goizueta Auditorium

**WHY:** As an initiative to generate enthusiasm and present a call to action to support their company sponsored schools and organizations such as Centennial Elementary, Mary Mcloud Bethune Elementary, Hands on Atlanta, Big Brothers Big Sisters and IBM-Mokocha Mentoring Minds program and the launch of a new mentoring and tutoring program.

Fifteen year-old Paige Staten, a Frank Ski Kids Foundation alumna and attendee of Early Colleges at Carver, spoke to a group of hundreds about how the Foundation has impacted her life and given her a broader understanding of the world. Paige recently returned from a once-in-a-lifetime eight day excursion to the Amazon through the Foundation's Planet Green: Amazon Adventure program, where she swam with pink dolphins, went piranha fishing, visited local native villages and saw firsthand the need to increase worldwide conservation efforts.

Paige is not the first Planet Green student to spread her newly-gained wisdom on preservation with the community. Last year, the inaugural year of the Planet Green initiative, the Frank Ski Kids Foundation brought the very first group of students in United States history to the Charles Darwin Research Center in the Galapagos Islands. Two students, Asha Carter and Elizabeth Oppong, have since been asked on numerous occasions to speak in front of and host events with the Environmental Protection Agency (EPA).

The 2008 title sponsor for Frank Ski Kids Foundation Planet Green: Amazon Adventure was Legacy Communities.

\*Photos from Coca-Cola African-American Employees Forum are available upon request. Photos and journal entries from the Frank Ski Kids Foundation Planet Green: Amazon Adventure trip are also available.

**About The Frank Ski Kids Foundation**

The Frank Ski Kids Foundation embraces youth and their value by showing examples and providing hands-on opportunities to promote optimal growth, self-expression, ingenuity, achievement and learning vital to their ambitions. Through the efforts of the Foundation and the help of charitable contributors, observable differences in communities have been made. Our efforts to date have helped many children, but the needs of our children remain immense. We must continue with unfaltering determination and dedication.

For information on the Frank Ski Kids Foundation visit [www.frankskikids.org](http://www.frankskikids.org).

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