

For Immediate Release

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NATIONAL CIVIC LEAGUE EMBRACES “MY BROTHER’S KEEPER” INITIATIVE

WASHINGTON, D.C., Jan. 23, 2015 – The National Civic League (NCL) on Friday announced a new effort, encouraging cities and tribal nations across the country to help vulnerable boys and young men to succeed in school and life in response to President Obama’s “My Brother’s Keeper” initiative.

The NCL is spotlighting the importance of communities supporting and engaging vulnerable boys and young men through its All-America City Awards program, which will honor 10 cities in 2015 found to have the most effective and innovative programs. Denver Mayor Michael B. Hancock, chairman of the Board at NCL, announced the program during a meeting of the U.S. Conference of Mayors’ My Brother’s Keeper Task Force at their Winter Meeting here.

President Obama launched “My Brother’s Keeper” last February to address persistent opportunity gaps faced by boys and young men of color and to ensure all young people can reach their full potential, an issue he said “goes to the very heart of why I ran for president.” Then in September, the President launched the MBK Community Challenge to encourage cities, counties and tribal nations to implement a cradle-to-college-and-career strategy for improving the life outcomes of all young people.

“The nation’s cities and their mayors understand the importance of this work,” said Hancock. “With this new focus of the All-America City Awards, the League is saying it embraces the goal of encouraging cities and tribes to help vulnerable boys and young men succeed in school and life and will spotlight effective programs for all to see.”

The NCL, based in Denver, is a 120-year old nonpartisan, nonprofit organization dedicated to fostering and sharing promising practices of local government and public engagement and celebrating the progress that can be achieved when people work together. One of its best known programs is the annual All-America City Award program, which each year selects a specific theme or arena to spotlight in its criteria.

“MBK is an all-hands-on-deck effort where business, nonprofits, government, faith leaders and citizens are working collectively to tear down obstacles to success that too often prevent some young people, particularly boys and young men of color, from achieving their full potential.” said Broderick Johnson, Assistant to the President, Cabinet Secretary and Chair of the My Brother’s Keeper Task Force. “The National Civic League’s All-America City program will lift up critical and effective city-based strategies that will transform and inspire the lives of future generations.”

The My Brother’s Keeper Community Challenge has six goals, including:

- Ensuring all children enter school cognitively, physically, socially and emotionally ready.
- Ensuring all children read at grade level by 3rd grade.
- Ensuring all youth graduate from high school.
- Ensuring all youth complete post-secondary education or training.
- Ensuring all youth out of school are employed.
- Ensuring all youth remain safe from violent crime.

For more information on the MBK Community Challenge, visit www.mbkchallenge.org.

Communities vying for All-America City status fill out applications listing three examples of successful community change and describing their capacities for civic engagement, collaboration, inclusiveness and innovation. Twenty finalists then are chosen to present to a jury of civil experts, who then select the annual award winners. Applications are due on March 10. The 2015 All-America Cities will be announced in June at an awards celebration, joining more than 600 communities focused on sharing innovative solutions to the nation’s most pressing problems.

For more information on the award, please visit the [All-America City Awards Facebook page](#).

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