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For Immediate Release

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Beyond Housing and Olympian Jackie Joyner Kersee Launch the 24:1 Initiative

On October 23, 2010, Beyond Housing will conduct a community-wide awareness campaign with over one hundred volunteers distributing informational door hangers to every household within the boundaries of Normandy School District about its massive 24:1 Initiative.

Current World Record Holder and Four-Time Olympian, Jackie Joyner Kersee and County Executive Charley Dooley will be there to share thoughts on the significance of the 24:1 Initiative and to rally the scores of volunteers. "One vision, one dream, one family is the key to building a stronger and healthier community" states Jackie Joyner Kersee, "progress happens one house and block at a time". Joyner has signed on as the spokesperson for the Health & Wellness component and as a partner for healthy living programs. Other

What is the 24:1 Initiative you ask?

24 communities with one vision: *Strong Communities, Engaged Families and Successful Children*

The 24:1 Initiative is a comprehensive community development model, led by Beyond Housing in partnership with the 24 municipalities that comprise Normandy School District, that will enable the success of all families and children living within the Normandy School District area. Its overarching goals are to:

- ✓ Create an environment where diverse groups of people work together for sustainable community transformation.
- ✓ Create a cradle-through-college-to-career continuum of programs and services that improve local educational outcomes.
- ✓ Create a healthier community by addressing disparities, improving access and increasing preventive efforts.
- ✓ Promote unified efforts that improve housing, attract more economic development and emphasize asset building, both for individuals and the communities.

"Our youth deserve the best community and opportunities we can create for them", says Chris Krehmeyer, President/CEO of Beyond Housing, "the 24:1 Initiative is an example of the stakeholders in this community coming together for sustainable progress in education, health, housing and economic development". Beyond Housing has received a \$3,000,000 grant from a local foundation to staff the 24:1 Initiative.

On October 23, 2010, the 24:1 Mayors, elected officials and partners in the 24:1 Initiative will autograph a large banner to signify unity as they move forward in galvanizing a community that is ready for progress. Volunteers will assemble at Normandy Senior High School at 8:00 a.m. for a healthy breakfast and an

orientation. The program will begin at 9:00 a.m. After the rally, volunteers will distribute door hangers announcing the 24:1 Initiative to community residents in each of the 24 municipalities within the school districts borders.

ABOUT BEYOND HOUSING

Beyond Housing's mission is to strengthen neighborhoods, one family at a time. We do this by providing support services to families, children and seniors; being a catalyst for community-wide rebuilding efforts; empowering residents to be leaders of their own neighborhood revitalization efforts; and promoting individual and community asset building.

Beyond Housing is located at 4156 Manchester Ave, St. Louis. The phone number is 314-533-0600. For more information, access www.beyondhousing.org

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