



For Immediate Release:
May 2011

Heather Wagner Reed
713 208 3891
hwagnerreed@gentx.org

Generation TX Media Contacts

Courtney Knittel
512 997 8279
cknittel@gentx.org

Vince Young Media Contacts

Denise White
EAG Sports
310 301 4274
denise.white@eagsportmanagement.com

Lauren Renschler
EAG Sports
310 301 4274
lauren.renschler@eagsportmanagement.com

VINCE YOUNG FOUNDATION AND GENERATION TX
ANNOUNCE PARTNERSHIP TO INSPIRE AND
ENGAGE YOUTH OF TEXAS TO BECOME THE MOST
SUCCESSFUL GENERATION EVER

*The two organizations come together to support higher education with the
"Unity in the Community" weekend in Houston May 20 – 22*

(dateline – Austin, May 2011; source: Juice Consulting LLC) – Two organizations with similar missions have joined forces to ensure the youth of Texas follow a path toward success and achievement leading to the most successful generation ever. The **Vince Young Foundation** and **Generation TX** (*pronounced Generation Texas*) will host the **"Unity in the Community"** weekend in Houston **May 20 – 22**, a series of events that will celebrate the legendary NFL quarterback's 28th birthday and the launch of the Generation TX movement in Houston.

The **Vince Young Foundation (VYF)** is a Houston-based non-profit organization dedicated to improving the quality of life for all youth with a special focus on promoting academic and athletic excellence. An initiative of the Texas Higher Education Coordinating Board funded by the federal College Access Challenge Grant, **Generation TX (GenTX)** is a statewide, grassroots movement committed to creating what's next for Texas: a culture of college and career readiness that leads to the most successful generation ever.

"I wish Generation TX was around when I was in high school," said **Vince Young**. "By partnering with Generation TX it allows me and my foundation to be part of a team dedicated to



Generation TX / page 2

encouraging and preparing students to really commit to continuing their education. I am honored to give back and be a part of launching the GenTX movement during my 'Unity in the Community' weekend; it's one of the best birthday gifts I could receive."

Using the "Unity in the Community" weekend of events to highlight their partnership, the Vince Young Foundation and Generation TX hope to galvanize communities in the Houston area and beyond to support these students, empowering them with guidance, information and inspiration to create a new future for themselves, their families and all Texans. Generation TX has partnered with **Clear Channel**, the **Houston Chronicle**, and **Univision's** educational platform, **Es El Momento (EEM)**, to help spread awareness of the movement and GenTX Day.

"The future of Houston rests on our youth and the education they receive. It is therefore imperative that as many as possible go to college to get ahead, gaining valuable skills needed to go into the workforce and make a difference," said **Houston Mayor Annise D. Parker**. "Generation TX is doing a great service to Houston in helping students attain the goal of receiving a college education."

The "Unity in the Community" weekend will be filled with activities for the entire family, beginning with **GenTX Day pep rallies** at local Houston-area high schools in support of **GenTX Day on May 20, 2011**, a day where everyone—from students to business owners to community leaders—are asked to wear a college t-shirt to show their support for this generation of Texas students and encourage them to pursue higher education. Twenty-five (25) schools in the Houston area were nominated, and three were selected to host a GenTX Day pep rally where Vince will make a personal appearance and encourage students to attend college. Also in attendance will be **The Bama Boyz**, GRAMMY®-nominated producers of Beyoncé's hit song "Why Don't You Love Me." The first three of the 25 nominated schools to add a GenTX.org link to their website and have 100 students join the movement by creating a GenTX profile will have the chance to host a GenTX pep rally and also receive a GenTX campus makeover kit.

Later that evening, Vince will host a **Celebrity SuperBOWL for Scholars Challenge & Games Night** where some of Young's NFL colleagues will join the festivities. On Saturday, boys and



Generation TX / page 3

girls can register to attend **Football, Cheer, Dance and Etiquette Camps** which will be hosted at the **Joe K. Butler Sports Complex** located at **13755 South Main** from **8 a.m. to 2 p.m.** Participants will learn from the pros, receive great gifts, have lunch with Vince, and take part in becoming Generation TX on a giant GenTX flag that will cover the stadium field.

The **Rock Your Future Scholarship Gala** will then take place that evening where guests will be greeted by a red carpet. The event will honor local students with a variety of scholarships and feature a VIP reception, silent auction, dinner, and live entertainment. High school seniors will be recognized, and several scholarships will be awarded. Recipients will receive a minimum of \$1,000 per semester, textbook stipend, dorm room makeover, tuition to Teen Success Leadership Camp, ongoing leadership training, guidance from a professional mentor, and will serve as **Vince Young Foundation's GenTX Ambassadors**.

The weekend will wrap up with **Unity in the Community Family Fun Day** at **Joe K. Butler Sports Complex from 2 to 5 p.m.** - a family festival featuring live performances, inflatable play park, and fun for the entire family. Tickets for this event are available free of charge at various H-E-B locations which can be found at www.vyfoundation.org.

###

About the Vince Young Foundation:

The Vince Young Foundation is a 501c(3) non-profit organization established by Young that is dedicated to improving the quality of life of economically disadvantaged children with a special focus on promoting academic and athletic excellence. Young was inspired to start the foundation because of his own experience overcoming life's challenges as a child. Through a myriad of events and activities, hands-on educational programs, and personal visits and participation from Young himself, the foundation is dedicated to providing the support students need to succeed. Young wants our future generations to know that no matter what your circumstances are or how many fumbles you may have in life, don't give up because there's a WINNER in you. For more information, see www.vyfoundation.org.



Generation TX / page 4

About Generation TX:

Generation TX is a statewide, grassroots movement creating what's next for Texas: a culture of college and career readiness that leads to the most successful generation ever. For more information, see www.GenTX.org.

MEDIA NOTE: Media are invited to cover the high school pep rallies, the football and cheer camp, red carpet at the Scholarship Gala and the Sunday Unity in the Community family event. All media must be approved and credentialed in advance through EAG Sports Management.

For media inquiries regarding Generation TX and their partnership with Vince Young and The Vince Young Foundation, please contact: **Heather Wagner Reed** 713 208 3891 or hwagnerreed@GenTX.org or **Courtney Knittel** 512 997 827 cknittel@GenTX.org.

For media inquires regarding the Vince Young Foundation or interview requests with Vince Young, please contact EAG Sports Management by calling 310 301 4274 or email

Lauren Renschler Lauren.Renschler@EAGSportManagement.com or

Denise White Denise.White@EAGSportManagement.com.