

Boston-based Youth Enrichment Services to Host Martin Luther King Brunch Event at Reggie Lewis Athletic Center on Jan. 21, 2008

To Recognize Qualities of Character, Leadership, Service That Embodied Life, Work of Dr. King and YES Founder Richard Williams

BOSTON – Jan. 7, 2008 – [Youth Enrichment Services](#) (YES), a non-profit that offers low- and moderate-income Boston area kids outdoor and practical learning activities, today announced that on Martin Luther King Day, January 21, 2008, YES will host a brunch at the Reggie Lewis Athletic Center from 9-11 a.m. for youth leaders of the Boston community as well as interested adults.

Ron Bell, the director of the Governor's Civic Engagement Office for the Commonwealth of Massachusetts, will be the keynote speaker. Major sponsors include John Hancock Financial Services and The Bank of New York Mellon.

During the event, YES will recognize those who demonstrate the qualities of character, leadership and service that embodied the life and work of Dr. Martin Luther King and YES founder Richard Williams. Following brunch, many YES participants will "go to the mountain top" at [Pat's Peak](#) in Henniker, N.H., for five hours of skiing and snowboarding, as well as a torchlight parade in the evening.

According to Mary Williams, president of YES, "The Going to the Mountain Top brunch will be a unique experience for people of all ages and races to come together to celebrate tomorrow's future leaders while paying our respect to one of history's finest leaders."

Richard Williams, the founder of YES, attended Martin Luther King's "I Have a Dream" speech in 1963. In 1968, Williams started YES and began to take kids to the "mountain top." Since 1968, YES has helped more than 100,000 low- and moderate-income Boston area youth build self-esteem and foster life long respect for themselves, others and the environment through participation in outdoor and practical learning activities.

Table Sponsorships

Table sponsorships are available for the "Going to the Mountain Top" event at \$500 for a table of eight (includes seating). For an additional \$300, tables include the ski trip to Pat's Peak. To sponsor a table or obtain more information on the event, please call William Morales at 617 267 5877, x20 or email wmorales@yeskids.org. Sponsorship is tax deductible at the level permitted by law.

About Youth Enrichment Services (www.yeskids.org)

Since its founding in 1968, Youth Enrichment Services (YES) has helped more than 100,000 low- and moderate-income Boston area youth build self-esteem and foster life-long respect for themselves, others and the environment through participation in outdoor and practical learning activities. Research shows that YES kids who remain committed to the program over time -- serving as junior counselors and volunteers -- graduate high school, attend college and obtain jobs at a higher rate than their peers. YES also helps local youth agencies and schools offer challenging programs to reward and motivate their members/students. YES is unique in taking kids out of their familiar urban environment and challenging them with both summer and winter outdoor activities such as skiing, hiking and biking. YES is a 501(c)3 educational institution and is registered with the Massachusetts Attorney General's Office of Public Charities.

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For more information, or to schedule an interview, please contact:

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