

FOR IMMEDIATE RELEASE | LADYS Program Cville
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LADYS PROGRAM CVILLE MARKS NATIONAL MENTORING MONTH WITH MENTORSHIP WEEK

Charlottesville, VA– This January marks the 15th annual National Mentoring Month, and the LADYS Program Cville is participating in this campaign aimed at expanding quality mentoring opportunities to connect more of our community’s young people with caring adults by hosting a Mentorship Week through our social media accounts and pages.

There is a powerful mentoring effect demonstrated by research and the experiences of young people who are connected to a mentor in real life. Mentoring is linked to improved academic, social and economic prospects for your people, and that ultimately strengthens our community.

Research has shown that when matched through a quality mentoring program, mentors can play a powerful role in providing young people with the tools to make responsible decisions, stay focused and engaged in school, and reduce or avoid risky behavior like skipping school, drug use and other negative activities.

For example, in a recent national report called ***The Mentoring Effect***, young people who were at-risk for not completing high school but who had a mentor were 55 percent more likely to be enrolled in college than those who did not have a mentor. They were also:

- 81% more likely to report participating regularly in sports or extracurricular activities.
- 78% more likely to volunteer regularly in their communities.
- More than twice as likely to say they held a leadership position in a club or sports team.

This same report found that **one in three young people in our country will grow up without a mentor**. Today, in our program there are nine girls ages 14-18 participating for the year 2015-2016.

As we focus on engaging more community members in volunteering as mentors, we will share a simple message: Mentor IN REAL LIFE. Mentoring relationships are basic human connections that let a young person know that they matter, and mentors frequently report back that their relationships make them feel like someone is there to help them make the right choices in life.

This year the LADYS Program Cville is hosting a **Mentorship Week on January 17th through January 23rd, 2016** via our social media accounts. Join us on Twitter (@ladyscville), Instagram (@ladysprogramcville), and Facebook (LADYS Program – Cville) to share your thoughts, photos, experiences, and more. We encourage you to tag our accounts and use the hashtags #MentorIRL and #Empower1987. The week will follow the theme of *The Mentoring Effect In Real Life* and consist of the following:

- **Sunday, January 17th – International Mentoring Day**
Change your profile picture to support LADYS mentoring! Visit this link: <http://twibbon.com/support/mentorshipmonday> and change your profile picture for Twitter or Facebook. It can also be a picture you share as a post!
- **Monday, January 18th – #MentorshipMonday**
Share who your mentor is! How have they impacted you? Share your favorite photo or memory.
- **Tuesday, January 19th --#GivingTuesday**
Donate to LADYS Program Cville —every bit counts! You can donate directly via PayPal to cvilleladysprogram@gmail.com or visiting the “Donate” tab on our website.
- **Wednesday, January 20th -- #WednesdayWisdom**
Share your personal, educational, or career advice! What do you wish someone told you growing up or through your career? Be a mentor virtually.
- **Thursday, January 21st -- #ThankYouThursday**
Say “thank you” to a mentor in your life! As a part of “Thank Your Mentor Day,” we encourage you to send your mentor a note, a card, or a quick reminder of the impact they have on you.
- **Friday, January 22nd -- #FactFriday**
What facts do you know about mentoring? Throughout the day, we will be sharing empowering statistics about mentorship. We encourage you to repost and share!
- **Saturday, January 23rd -- #SelfieSaturday**
Tune in to see selfies from our LADYS workshop! We will be having our first workshop of 2016 and we would love for you to see us live in action.

Other important dates for this public awareness campaign include:

- January 14, 2016: “I Am a Mentor Day,” when volunteers across our community and the country will share their stories about being a mentor on social media using #MentorIRL.
- January 18, 2016: Martin Luther King Jr. Day of Service, when our nation will shine a spotlight on volunteerism and inspire people seeking service opportunities to learn more about mentoring.

National Mentoring Month is led by **MENTOR: The National Mentoring Partnership** and the Harvard T.H. Chan School of Public Health, with support from the Highland Street Foundation. Each year since its launch in 2002, National Mentoring Month has enjoyed the strong support of the president and the United States Congress. Other prominent individuals who have participated in the campaign include: Maya Angelou, former President Bill Clinton, Clint Eastwood, Quincy Jones, Cal Ripken Jr., Bill Russell and Usher.

To learn more about the role mentoring plays in our program visit our website for updated news, photos, and program details: cvilleladysprogram.wix.com/ladysprogramcville