

~~Alice Puckett~~
~~Wright~~
~~202-458-5199~~

PHOTOCOPY
PRESERVATION

H. Takes A Village
beyond being
parents.
→ typical.

Parents

PARENTS '97 As They Grow Award Winners

685 Third Avenue
New York, NY 10017
Telephone (212) 878-8700
Fax (212) 986-2656

Carolyn Lowery, *Social Action*

Carolyn is the founder and director of Kidsplace, a safe house for kids living in a depressed area of Phoenix. The center serves at-risk children between the ages of 5 and 15. Many have a parent in jail or on drugs; some have been abandoned by a parent. Carolyn offers them a place to learn (she brings speakers in to talk to them), to talk (in supervised group therapy), and to just have fun and feel safe. "I was a lonely kid myself," says Carolyn. I want to make sure kids never feel as alone as I did."

Rafé Esquith, *Education*

Rafé teaches fifth and sixth grades in south central Los Angeles. Outside the school's chainlink fence is a world of drugs, gangs, and senseless violence. But inside, his kids read and perform Shakespeare and are so motivated to learn that they come to his classroom at 6:30 A.M. before school instruction and stay as late as 5:00 P.M. for tutoring. Rafé's dedication pays off: His students, none of whom speak English as a first language, score in the top 1 percent of standardized math tests and the top 7 percent of standard English tests, and most go on to attend elite universities.

Dorothy Kitaka, *Arts*

Dorothy heads up the Foundation for Art and Music (F.A.M.E.). The program serves about 100,000 disadvantaged kids in northern and central Indiana, and includes a week-long fine-arts camp. During the school year, musicians and teachers from all over the world come to work with kids. This year's focus is the Middle East and Africa, so the kids will meet musicians from Turkey, Egypt, and Iran; a tapestry weaver from Iraq; storytellers from Israel, and more.

Gina Burns, *Health*

After her baby boy died from Group B Strep during his first week of life, Gina formed the Group B Strep Association (GBSA) to educate other parents about this potentially life threatening disease. The goal is to prevent GBS infection by educating parents and appealing to the medical community for routine testing. The association also serves as a network for parents seeking information or support. Gina and her husband, Jay Faulkerson, have spent countless hours listening to the stories of grief-stricken families and are making real strides against the spread of GBS.

Christine Wood, *Environment*

Christine is the director of Kids Against Pollution, an organization with chapters in 38 states and 20 countries. Through her work, Christine helps kids ages 10 to 18 make a difference in their community. The groups take part in a variety of pollution-prevention activities, including organizing petitions to clean up oil spills, paper-recycling drives, and local clean-up projects called Adopt-a-Spot.

Carol Hertz, *Good Neighbor*

Carol is the executive director of Carebreak, a volunteer hospice program that provides much-needed break to the families of chronically ill kids. Carol recruits, trains, and supervises 50 volunteers, who then go into the homes of the ill children. They might run errands for the parents, or simply stay with the child so Mom and Dad can relax for a while. Carol got the idea when her aunt was stricken with cancer; she saw what a help it was when her whole family pitched in to ease the burden. Her group is the only one in the area providing such a service.

Merrill Lynch & Co., Inc., *Corporate Citizen*

Thanks to Merrill Lynch's Scholarship Builder Program, 250 ninth graders—kids who otherwise might not have been able to afford college—will receive full scholarships. What do they have to do? Graduate high school. But Merrill Lynch didn't leave these inner-city kids on their own to accomplish that goal: The program, which began when the children were in the first grade, provides tutoring, mentoring, and other services (including counseling for their parents and conflict resolution workshops). This extra support probably contributes even more to the kids' success than does the promise of a scholarship. Many of the tutors and mentors are Merrill Lynch employees, and the company's involvement in these kids' lives is already making a difference: The selected kids are in the ninth grade and succeeding in school

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① copy Ann Stock
② file May

March 18, 1997

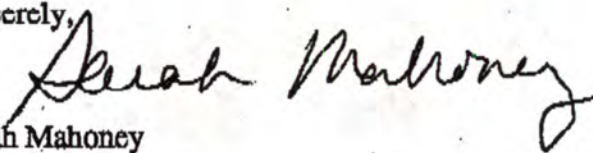
Patti Solis Doyle
Special Assistant to the President
Director of Scheduling
for the First Lady
The White House
Via Fax: 202-456-5340

Dear Ms. Doyle:

We are so delighted to be coming to the White House! Thank you again for confirming Thursday, May 22, as the date for *Parents* "As They Grow" Awards luncheon.

As discussed, we'll expect to invite about 100 people or so, plus the members of the Administration you think appropriate. We'll iron out the rest of the details--cost, invitations, whether Mrs. Clinton will be able to write a brief introduction to the award winners in the magazine--when Marsha Berry and Ann Stock return to Washington.

Sincerely,



Sarah Mahoney
Executive editor
212-878-8697

11:49AM

GRUNER AND JAHR

No. 4646 P. 1/5

Parents

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February 25, 1997

Ms. Patti Solis-Doyle
Director of Scheduling
For The First Lady
The White House, Room 185 1/2
Old Executive Office Building
Washington, DC 20500

Dear Ms. Solis-Doyle,

On Monday, February 10th, I had the pleasure of attending the White House luncheon honoring working mothers. At the end of her wonderful keynote talk, Mrs. Clinton remarked that she wished there were other opportunities to honor people like the inspiring moms we toasted that afternoon.

Parents magazine developed the As They Grow Awards to honor men and women whose outstanding work has promised children a brighter future. The awards are given to truly remarkable people for their work in the areas of health, education, social action, the arts, the environment; we also recognize a "Good Neighbor" and a "Corporate Citizen." This year's awardees will be profiled in our June issue and honored at a luncheon in mid-May (see the attached).

As Editor-in-Chief of *Parents*, which reaches 11 million mothers every month, I would be delighted if Mrs. Clinton could give a short keynote address at this year's luncheon. Given the First Lady's remarkable achievements in improving the lives of children, I believe the awards ceremony would be even more meaningful if we could hold it at the White House. Just as the effectiveness and impact of the working mothers luncheon was greatly enhanced by the setting and by Mrs. Clinton's presence, a similar venue would spotlight the accomplishments of these unsung and deserving champions of children. Whether the event is held in Washington or in New York, we would make every effort to accommodate the First Lady's hectic schedule.

 G&J USA Publishing

American HomeStyle
& Gardening
Child

Custom Builder
Custom Marketing
Family Circle
Fitness

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Parents
Parents Baby
Parents Expecting

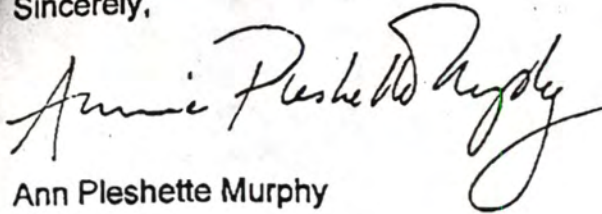
Sar Padres Network
The Organized Parent
The Organized Pregnancy
YM

For your information, I am enclosing profiles of some of our past *Parents* award winners and some information about the magazine. I had the honor of interviewing the President and Mrs. Clinton for our May, 1994, issue.

I will call to follow up in the next week or so.

Thank you so much for your consideration of our request.

Sincerely,



Ann Pleshette Murphy

APM/plg
encl.

Cc: Ms. Marsha Berry, Director of Communications for the First Lady
Ms. Karen Finney, Deputy Press Secretary

Parents

Demographic Profile Total Women

facts

	<u>Audience (000)</u>	<u>% Comp.</u>
TOTAL ADULTS	12,906	
Women	10,584	82.0
MEDIAN AGE: 31.9 Years		
Age 18-34	6,764	63.9
Age 18-49	9,743	92.1
Age 25-44	6,890	65.1
Age 25-54	7,806	73.8
MEDIAN HHI: \$36,932		
HHI \$30,000+	6,348	60.0
HHI \$40,000+	4,809	45.4
AGE OF CHILDREN		
Under 2	3,504	33.1
Age 2-5	4,625	43.7
Age 6-11	3,618	34.2
ATT/GRAD COLLEGE+	5,150	48.7
EMPLOYED	6,258	59.1
Prof/Mgr	1,781	16.8
HOUSEHOLD SIZE 3+	8,967	84.7

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Source: 1996 Fall MRI, Total Women



Giving kids hope

By J. PEDER ZANE

The winners of the seventh annual As They Grow Awards have at least one thing in common: They are all doers. Each came face-to-face with children in need and, instead of turning away, found a way to raise kids' sights and

Six inspiring people improve the lives of children.

expectations. Their innovative efforts include giving children of the poor an exemplary education, ensuring that abused kids have someone to speak up for them, providing city children with the tranquillity of nature, fighting to end lead poisoning, opening kids' minds to the power of theater, and creating a club for kids with disabilities.

Many of our winners were happy to discover that once they identified a problem and a way to solve it, other people were willing to help—which may be the truest test of a good idea.

Maurci Jackson

Health

For her tireless efforts to prevent lead poisoning in children.

When Maurci Jackson saw her 15-month-old daughter spit out a slab of peeled paint, she froze in panic, then rushed her to the hospital.

Testing revealed that Maurissa had lead poisoning, a pernicious disease that can cause learning disabilities, hyperactivity, and kidney and liver damage. "That's

when the roller-coaster ride began," says Jackson, a native of Chicago.

Over a period of eight months, Maurissa had to endure a series of excruciating shots to

have the disease treated. But mysteriously, her lead levels continued to rise. What Jackson didn't realize was that her attempts to rid their home of lead—by dusting, sweeping, and having the old paint stripped from the walls—were mak-

ing the problem worse. No one had told her to use a damp cloth when dusting or to vacate the apartment while the paint was being removed. "I didn't want other children to suffer the pain my baby went through," says Jackson. Drawing from her tiny savings and borrowing from her mother, Jackson, a single mother, printed up fliers that she posted throughout the city and handed out

"I didn't want other children to suffer what my baby went through."

Maurci Jackson, founder of Parents Against Lead, with daughters Maurissa and Maurita.

