



Story Idea & Great Visuals/Interview Opportunities on April 15

HIGHER M-PACT HELPS SPREAD EASTER CHEER

Local organization gives baskets of goodies to kids in need

- What:** Higher M-Pact is making an impact this Easter by distributing more than 700 Easter baskets to kids in low-income housing areas. The event is a way for the youth involved in the non-profit organization to experience the joys of giving back to the community. Volunteers will assemble in Charlie Parker Square to load vans with Easter baskets and head out to the surrounding neighborhoods, making sure each child receives a basket. Upon returning they will hide eggs for a neighborhood-wide egg hunt.
- When:** **Saturday, April 15 2006**
10:30 a.m. – Easter Basket giveaway
2 p.m. – Easter egg hunt
- Where:** **Charlie Parker Square**
1051 Basie
Kansas City, MO 64106
- Why:** This is Higher M-Pact's chance to give back to the community and inspire other youth to do the same. Tyrone Flowers started this tradition 10 years ago, and it has grown from a small operation to a force of more than 50 volunteers, who range from the high-risk youth involved in the organization to businessmen and their families who want to make a difference.
- Background:** Higher M-Pact was established in 1993 by Kansas City native Tyrone Flowers. Higher M-Pact is one of the most innovative and effective non-profit youth outreach organizations in the country. The organization addresses the developmental needs of urban adolescents through intervention and intensive mentoring and conducts community outreach to share the message of hope and keys for personal development. For more information about Higher M-Pact, visit www.higherpact.org.
- Contact:** Megan Hutchison
Barkley Evergreen & Partners
(816) 512-9519 (work)
(213) 820-2849 (cell)
mhutchison@beap.com

