



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MEDIA ADVISORY

Contact: Jen Flower
Director of Marketing and Communications
587-2113 or jflower@ymcalouisville.org
or
Tim Lawson
Tandem Public Relations
753-2904 or tim@tandemagency.com

YMCA BLACK ACHIEVERS PROGRAM CELEBRATES SUCCESSES Commemorating 40th Anniversary

LOUISVILLE, Ky. (February 23, 2019) – The YMCA of Greater Louisville’s Black Achievers (YMCA BA) program will hold its 40th annual celebration of achievement on Saturday, February 23, 2019.

The ceremony will recognize high school seniors who have completed the program and present awards for both the Youth and Adult Achiever of the Year:

The Youth Achiever of the Year is Alyssia Leach, a senior at duPont Manual High School. Alyssia is a successful entrepreneur and founder of The Black Rose Effect, Inc., a company she founded as a sophomore in 2016 to sell makeup classes, services and products – and where she hones her skills as an aspiring cosmetic chemist. Alyssia also founded The Student Boss – formerly known as TeenBoss – where she provides webinars, trainings and eBooks to a network of entrepreneurial teenagers from around the world. Additionally, Alyssia is involved in several community organizations like Family, Career and Community Leaders of America (FCCLA), Students First, the Black Student Union and the YMCA of Greater Louisville.

WAVE 3 news anchor – and local legend – Dawne Gee is the Adult Achiever of the Year. In her near 24-year career with WAVE 3, Dawne has anchored every newscast that the station has offered. She now anchors WAVE 3 News at 5:30 p.m., WAVE 3 News from 7 – 8 p.m. and WAVE Country – and is recognized throughout the community for her charitable “Pass the Cash” segment. Dawne’s extensive and impressive broadcasting career has been shaped by her love of Louisville. In her off-time she volunteers with organizations throughout Kentucky and Indiana and recently founded the nonprofit which creatively raises funds to benefit local organizations that feed children affected by food insecurity.

The keynote speaker at the event will be Gerron Hurt, a Fern Creek High School and Western Kentucky University graduate. Hurt enjoys teaching high school English in Nashville, Tennessee, but is best known for winning MasterChef’s season nine competition.

**40th Annual Black Achievers Celebration
Saturday, February 23, 2019
Churchill Downs
Millionaire's Row
Dinner begins at 5:30 p.m.
Celebration program at 6:30 p.m.**

Tickets are \$100 and are available by visiting ymcalouisville.org or calling (502) 587-7405

The YMCA BA program was created to inspire youth to set and pursue high educational and career goals. The program originated in the New York Harlem YMCA in 1971. The program is established in 135 locations across the country. One of the largest affiliates is at the Chestnut Street YMCA. By connecting students in grades 8 through 12 with positive adult role models in the community, the program provides students with access to career, educational and social opportunities that may not otherwise be readily available to them. There are nine career clusters in which the students can participate. They include: Arts, Business, Communications, Computer, Education, Engineering, Health & Medical and Law & Government.

The program provides leadership training seminars, college awareness, community service projects and activities that help youth develop a positive sense of self and raise academic standards, among other objectives.

Registration for YMCA Black Achievers includes youth membership at the Chestnut YMCA (some fees apply). There are no academic requirements to apply. The only requirement is the desire to achieve.

About the Louisville area YMCAs

The Y is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. The YMCA has been listening and responding to the needs of our communities for more than 160 years and is dedicated to building healthy, confident, connected and secure children, adults, families and communities.

####