



Organization:
The Jenna Druck Foundation
Young Women's Leadership
Program

PR Challenge:
Increase awareness and
press coverage of an event

PR Tactic:
A sustained campaign of
weekly media contacts

www.ondine.us

500 Future Leaders Meet at San Diego's 9th Annual Young Women's Spirit of Leadership Conference

SAN DIEGO, CA—March 10, 2005 – Hundreds of female high school students will take part in an extraordinary day of leadership training on Saturday, April 23, 2005 at the Town and Country Hotel and Convention Center in San Diego. Selected from diverse backgrounds and underserved communities, these young women will be motivated by keynote speaker Jean Kilbourne and dynamic workshops encouraging community involvement. San Diego's leading women have volunteered for a "Mentor Luncheon," which will give participants a chance to ask questions and be further inspired by the success these role models have achieved.

Workshop sessions focus on such topics as communication, finance, healthy relationships, leadership, personal mastery, personal safety, public speaking, career, global community, women in politics and body image.

The Spirit of Leadership Conference is hosted at no cost to participants. It is sponsored by the Jenna Druck Foundation, a non-profit organization that mentors and supports young women to take on leadership roles now and in the future. Thousands of young women from San Diego schools and communities receive leadership training through programs offered by the Jenna Druck Foundation.

The Jenna Druck Foundation was founded by 1996 by Dr. Ken Druck to honor the memory and spirit of his daughter, Jenna. In addition to being the Foundation's Executive Director, Dr. Druck is considered one of the nation's foremost parent educators and is the bestselling author of *How To Talk To Your Kids About School Violence*. Dr. Druck is a frequent contributor to *Family Circle Magazine* and has been a featured guest on national shows including *Oprah*, *CBS News with Dan Rather* and *Larry King Live*.

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