



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

Young Women's Leadership Conference Inspires Philanthropy: La Jolla High School Student Helps Raise \$19,000 for Breast Cancer Research

SAN DIEGO, CA – March 14, 2005 – Inspired by the Young Women's Spirit of Leadership Conference, Jacqueline Barkett, 17, helped raise \$19,000 for the SK Sanctuary. The SK Sanctuary, located in La Jolla, offers free spa services to breast cancer patients and also funds breast cancer research.

Barkett, a La Jolla High School student, attended the Young Women's Spirit of Leadership Conference in 2004. She was impressed and motivated by the conference speakers and began to think about how she could help others. Barkett was then approached by MTV to throw a "Super Sweet 16" party. She agreed, on the condition that the party would be a vehicle to raise money to benefit women with breast cancer. The party resulted in a \$19,000 donation.

Barkett now has ambitions to start her own company with the aim of helping others in some way. She credits her participation in the Young Women's Leadership Conference with giving her the confidence to pursue her goals.

This year's Spirit of Leadership Conference takes place on April 23rd at the Town and Country Hotel and Convention Center in San Diego. 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. The conference is free of charge to participants. Thousands of young women from San Diego schools and communities receive leadership training through programs offered by the Jenna Druck Foundation.

Conference 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.

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