

SAN FRANCISCO CONSERVATION CORPS LAUNCHES ARRESTING AWARENESS CAMPAIGN CREATED BY VENABLES BELL & PARTNERS

Bold Handgun Illustration Delivers Thought-Provoking Message

SAN FRANCISCO, Calif., October 28, 2009 –This week, Venables Bell & Partners (VB&P) is launching an aggressive, hard-hitting awareness campaign for the San Francisco Conservation Corps (SFCC). By using the provocative image of a handgun that spells “This Is Not The Most Dangerous Threat On Our Streets, Lack of Opportunity Is,” the campaign aims to penetrate the consciousness of all San Franciscans to increase understanding of SFCC’s mission of providing multiple opportunities for low-income young adults to help them become self-sufficient, civically engaged and environmentally aware citizens.

“We conceived this campaign with one goal in mind, to make people stop and think. And that message, though provocative and hard-hitting, comes from the simple, fundamental truth that opportunity is the one thing that can make a difference in a young person’s life and in our communities,” said Bob Molineaux, president, VB&P.

This is the first ad campaign from VB&P for the SFCC, which was established in 1983 by then Mayor Dianne Feinstein, and is the first program of its kind in the nation. The intentionally provocative ads use the visual of a silhouette of a handgun created from the words of the headline, “This Is Not The Most Dangerous Threat On Our Streets.” Below the visual is the subhead: “Lack Of Opportunity Is,” followed by the paragraph: “And without job training and education, the future of many young adults looks bleak. Donate today and help the SFCC give them a second chance to improve their lives and serve our communities. Visit sfcc.org.”

“San Francisco’s low-income young adults need SFCC more than ever in this kind of competitive job market,” said Ann Cochrane, executive director, SFCC. “Our goal with this new work is to draw attention to the SFCC so that people will engage in the opportunities we provide now and want to provide in the future. We are thankful for VB&P’s support in helping us create the ‘Opportunity’ Campaign, and we are proud of the message it sends to potential community partners and participants in the program.”

Every day young adults face challenges on the street like gangs, drugs and violent crime. In fact, according to the San Francisco Police Department, in 2009 there have been 39 murders in San Francisco and the city’s unemployment rate is at an all-time high of 10%. SFCC is a force for good, as it provides opportunity for young adults to help them overcome these challenges. Since its inception, close to 5,000 low-income young adults have joined SFCC as Corpsmembers,

gone back to school and been provided with opportunities to develop and earn marketable job skills. SFCC can do more with the help of businesses and the community.

“The SFCC helped me get back on the right path. I have my diploma and I have a job. I am very proud of myself and I have the Corps to thank for that,” said Georgena Bell, a post-diploma Corpsmember currently in the program. Along with completing her high school education, Bell led SFCC’s Urban Green Team in recycling and waste management services at events that included San Francisco Oyster Fest and the AIDS Walk.

The Opportunity Campaign will be part of a larger awareness and fundraising effort. In coordination with SFCC’s annual year-end appeal, it will open the door for corporate and community partners who want to invest in the SFCC long term. Also, in addition to print, billboards and bus shelters, there will be public service announcements. To support SFCC, people can go online to sfcc.org to donate to the Opportunity Fund.

About SFCC:

The San Francisco Conservation Corps offers young people opportunities to develop themselves, their academic abilities and marketable job skills while addressing community needs through service work. Corpsmembers are 18-to-26 year-olds who join our job training and education program and work in teams on landscaping, recycling, playground renovation and community education projects that enhance the environment of San Francisco. SFCC is a non-profit organization celebrating 26 years of service to San Francisco.

About VB&P:

Founded in 2001, Venables Bell & Partners is an independent San Francisco advertising agency whose philosophy is simple – our intentions are good. VB&P is privileged to work with Audi of America, ConocoPhillips, HBO, Intel Corporation, The Montana Meth Project, Coca-Cola, ConAgra Foods (Slim Jim, Orville Redenbacher’s and Alexia) and PG&E, among others. To learn more, visit www.venablesbell.com.

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