

RESOLUTION NO. 101056

Congratulating Barkley's AdVentures Program and Mrs. Tariq Tutson's 5th grade class at Derrick Thomas Academy for developing a PSA advertisement for the AdHoc Group Against Crime.

WHEREAS, in partnership with YouthFriends, a 16-week program called AdVentures was developed by Barkley, a Kansas City based marketing communications company, doing the mentoring for the students in the program; and

WHEREAS, after researching many Kansas City non-profit organizations, Mrs. Tutson's 5th grade class chose AdHoc Group Against Crime as their non-profit organization and spent an entire semester developing ads to create an awareness of AdHoc's services in inner-city neighborhoods and to generate donations and volunteers from throughout the metropolitan area; and

WHEREAS, the class was divided into five teams, with six Barkley mentors per team, with the teams names being Fabulous Space Hamsters, Cooler than Billionaires, Excellente, The Best (a.k.a. Tinkerbell) and Super Sonic Victory; and

WHEREAS, AdVentures gives the kids the chance to ignite their imaginations and helps them express themselves in creative and meaningful ways, and helps to develop essential skills and confidence to succeed in life; and

WHEREAS, after students were given lessons on presentation skills, each team presented their ideas to the judges which included Congressman Emmanuel Cleaver; Ralph Reid, Vice-President of Sprint/Executive Director, The Sprint Foundation; Alvin Brooks, President and CEO of AdHoc Group Against Crime; Stephan Wallace, President of the Board of Derrick Thomas Academy; Jeff King, CEO of Barkley; Kelly Gage, Senior Vice-President of Barkley; and Paul Corrigan, Executive Creative Director of Barkley; NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF KANSAS CITY:

That the Mayor and Council hereby congratulate Barkley's AdVentures Program and Mrs. Tariq Tutson's 5th grade class at Derrick Thomas Academy for developing a PSA advertisement for the AdHoc Group Against Crime; and

BE IT FURTHER RESOLVED that this Resolution be spread upon the Minutes of the Council in testimony thereof and that a copy hereof be presented to Mrs. Tariq Tutson, 5th grade teacher at Derrick Thomas Academy, and Jeff King, CEO of Barkley, with the appreciation of the Mayor and Council for all of the volunteers that brought this project to a successful conclusion and also to the students who worked very hard to help a worthy cause.

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