



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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## Guilford Students Envision Successful Futures

**Greensboro, NC – September 6, 2007-** Guilford County students will take charge of their futures this fall by exploring their career options in depth through Futures for Kids, thanks in part to a \$3000 donation from the Greensboro employees of American Express.

Through Futures for Kids (F4K), students have the opportunity to discover how their passions and interests can translate into career choices, and what they can start doing now to pursue that goal. In addition, students can then connect with online mentors in a certain profession to seek advice or with companies in that industry, locally and statewide, to learn about the hiring requirements for the various positions.

“F4K’s efforts to empower the students in making choices regarding their future really resonated with the American Express employees,” said Tim Goetz, Manager of Community Affairs with American Express – Greensboro. “By offering encouragement and connecting them to the business community at this critical stage, we are directly impacting the next generation of workers.”

This connection between the students and potential future employers led to F4K being named one of the key initiatives of the High Point Workforce Development Strategic Plan. F4K provides relevance for the students’ education that serves to encourage and support them as they make the transition from school to work or post-secondary education.

“Our commitment is to helping students reach their full potential. We know that if we can connect our kids with real people and companies across the state, it will keep them in school and on a path toward a fulfilling career,” said Susan Milliken, F4K Executive Director.

Futures for Kids is a 501(c)(3) nonprofit that was created to bridge the gap between the hopes and dreams of our students and the workforce development needs of our communities. As a public-private partnership, F4K represents a dynamic solution to a pressing need in our communities and hopes to continue expanding statewide with the support of the General Assembly and businesses in North Carolina. For more information or to volunteer as a Career Coach, please visit: [www.f4k.org](http://www.f4k.org).

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