

MEDIA ALERT

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[FOR IMMEDIATE RELEASE]

YouthWorks hosts *New York Times* bestselling author Wes Moore for his first visit to Pittsburgh to tell his story.

This is one of those “can you believe it?” stories – two young men with the same name from the same rough neighborhood, close in age. One finds a way to avoid the streets, tap into his potential and become a Rhodes Scholar, Captain in the US Army, White House Fellow and an international investment professional. The other ends up in jail for murder.

This is *New York Times* bestselling author Wes Moore's story which he chronicles in *The Other Wes Moore*. Moore reached out to the other Wes Moore to understand how, with so much in common, their lives had taken such different paths. That led to an ongoing communication which eventually resulted in this book.

Since the publication of *The Other Wes Moore* in late April 2010, Wes has been featured by such media outlets as Charlie Rose, Oprah, *People Magazine*, *The New York Times*, *The Washington Post*, *Time Magazine*, CSPAN and MSNBC, among others.

His story is about how we can tip the destiny of any young person in one direction or the other. It's a matter of choice. And, it's a choice YouthWorks makes and acts on everyday. Moore will be the speaker at YouthWorks' upcoming Youth at Work event spotlighting youth who are meeting the challenge and the community partners who are helping them.



An Evening with Wes Moore

Thursday, December 15, 2011
5:30 PM Reception
6:30 – 8:00 PM Program
Herberman Conference Center
Open to the public – adult ticket price: \$40
Youth by invitation only.

Media – please plan to attend so you can tell the community about a positive story of youth development and employment. [For your story – YouthWorks can provide/arrange:](#)

- Vignettes of participating young people
- Interviews with youth, community partners and youth workforce development experts
- Photo opportunities with youth and community partners
- Interview and photo opportunities with Wes Moore; more details about Moore can be found at www.youthworksinc.org; click on the Youth at Work icon



Developing Tomorrow's Workforce Today.

Sponsors

Wes Moore's appearance underwritten by Pathfinders Sponsors:

- **BNY Mellon**
- The POISE Foundation
- Housing Authority City of Pittsburgh
- PittOHIO

Location made available by UPMC Center for Inclusion

Event Chair – Debra Valentine-Gray, member of YouthWorks Board of Directors and Director of Regional Advancement, Indiana University of Pittsburgh

About the Value of Providing Employment Opportunities for Youth

Research informs us that high unemployment among youth, particularly for low-income minority youth, can lead to involvement in unproductive activities and has a negative impact on future earnings. Exposure to job readiness training, work and career exploration during high school has the potential to change the course of their lives and improve long-term employment prospects and earnings for these at-risk youth.

About YouthWorks, Inc.

YouthWorks is a key advocate in the Greater Pittsburgh region for the employment and career training needs of youth. Since it's founding in 1994, YouthWorks has served over 22,000 youth, providing them with critical career building experiences such as work readiness training, internships and employment and career exploration. YouthWorks also funds community based organizations to hire youth and provides training and professional development for youth serving agencies. www.youthworksinc.org.

For more information, please contact:

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A complete media kit can be downloaded at: www.youthworksinc.org – In the News section.

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