



Los Angeles Community Development Department
1200 W. 7th Street, Los Angeles, California 90017

NEWS

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Farrah Parker
City of Los Angeles Youth Opportunity
310.350.1984 (cellular)
farrah.parker@lacity.org

SUPPORT FOR SUMMER YOUTH EMPLOYMENT PROGRAM * COLGATE-PALMOLIVE AND RALPHS STEP UP TO HELP AND HIRE*****

Mayor Antonio Villaraigosa's HIRE LA Youth 2007 Summer Employment Initiative is up and running. The Mayor is asking businesses to provide jobs and training opportunities for LA Youth that may lead to permanent positions. On **Tuesday, April 24th at 9:00 a.m. at the Watts Youth Opportunity Center located at 1513 E. 103rd Street in Watts**, City officials will join with the Colgate-Palmolive Company and Ralphs Grocery Company to ask local businesses and corporations to join with him in hiring young people.

The Los Angeles Youth Opportunity Movement, (LAYOM) a youth training and education program, has been the recipient of several grants and in-kind donations from Colgate-Palmolive. LAYOM utilizes innovative and creative techniques including outreach to local businesses to help match young people up with mentors. In hands-on and apprenticeship environments, young people are able to hone their skills for future employment.

The "call to action" is also part of the annual Colgate P.O.W.E.R. (Preparing Our World through Education and Responsibility) Youth Employment Initiative. Colgate-Palmolive and Ralphs have been strong supporters of the HIRE LA Youth program. When consumers purchase Colgate products at retail locations such as P.O.W.E.R.'s Los Angeles retail partner Ralphs, they help support grants to benefit youth employment.

The HIRE LA Youth 2007 Summer Employment Initiative, developed to offer job training and long-term employment opportunities, will provide 5,000 jobs to youth and young adults throughout the City of Los Angeles. The program will provide participants with opportunities to excel in both the classroom and the workplace. **For more information, call (800)-FOR-A-JOB.**

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