



Wills & Associates, Inc.
Public Relations

NEWS RELEASE

For Immediate Release

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Equal Footing Foundation Names Wills & Associates, Inc. as Public Relations Agency of Record

Herndon, VA – April 12, 2007 – The Equal Footing Foundation, the charitable arm of the Northern Virginia Technology Council with programs focused on youth development and education for underserved youth in the region, announced that it has selected Bethesda-based Wills & Associates, Inc. as its public relations agency of record. Wills & Associates will provide public relations and media relations counsel for the Foundation to increase awareness of the educational programs for area youth ages 8-18 at the after-school, community-based Computer Clubhouse program that the Foundation funds.

Through a unique relationship with local county governments, Equal Footing Foundation currently serves more than 1,500 youth a week offering them after-school access to six Computer Clubhouses in Northern Virginia.

"We are thrilled that the Equal Footing Foundation has chosen Wills & Associates as its public relations agency of record," said Brad Wills, CEO of Wills & Associates. "The Foundation and Clubhouse initiatives have been very successful in helping empower youth as they prepare to become part of the future workforce. We look forward to communicating these successes to the Northern Virginia technology community and the region, so more underserved youth can benefit from the Foundation's efforts."

"The Equal Footing Foundation is very pleased to be working with Wills & Associates to raise awareness of the Foundation's impact on the community," said Colleen Hahn, President & Executive Director, Equal Footing Foundation. "Wills & Associates has a successful history in the technology business community, and also working with non-profits and foundations, a part of our donor-base. By partnering with Wills & Associates, the Foundation hopes to educate the technology community and the community at large about the Computer Clubhouses and the 'equal opportunity' environments they foster where youth can access the technology and tools they need to compete in a skilled and educated workforce."



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About Wills & Associates

Wills & Associates is a full-service public relations firm based in Bethesda and Baltimore, Maryland, offering media relations, government relations, community relations, crisis communications, business networking, media training, fundraising services, internal communications, writing services, and events production capabilities. Since 1978, Wills & Associates has worked with hundreds of organizations to more effectively communicate their messages and shape their public images. For more information on Wills & Associates, please visit www.wills-pr.com.

About Equal Footing Foundation

Equal Footing Foundation (www.efooting.org) is a Virginia based 501(C)(3) nonprofit focused on youth development and education. The Foundation's goal is to provide an equal opportunity environment where youth can access the tools needed to successfully compete in a skilled and educated workforce. To achieve this, Equal Footing Foundation funds, launches and sustains Computer Clubhouses in partnership with local governments, businesses and other non-profit entities. These Computer Clubhouse programs are centrally located within established community centers, in close proximity to schools and bus routes for easy after school access. The result is an innovative and safe after-school learning center where children ages 8-18, many of whom do not have access to technology at home, work with adult mentors to learn, develop, and explore their potential.