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Sears and Gloria Estefan pledge \$1 million for youth



Pictured Gloria Estefan (middle) with Chairman and CEO of Sears, Roebuck and Co. Arthur Martinez (right) and Senior Executive Vice President of marketing for Sears John H. Costello (left) during a private performance the singer gave to nearly 5,000 Sears employees at the retailer's headquarters in northwest suburban Chicago.

International performing artist Gloria Estefan and executives from Sears, Roebuck and Co. pledged to provide \$1 million to local youth service organizations around the country during the singer's 34-city concert tour this summer, which starts in Atlanta on July 18 and ends in Miami on September 22. The announcement was made during the outdoor performance by Estefan for 5,000 Sears employees at the retailer's store support organization in Hoffman Estates.

The program, called OYE! (Opportunities for Youth Empowerment) was created by

Sears and Estefan to help strengthen communities along the tour. Translated into Spanish, OYE! also means "Listen to me." Through OYE!, Sears and the Gloria Estefan Foundation will award a grant \$20,000 to one nonprofit organization in each tour city to fund programs that directly empower youth in addressing critical issues in their community. Some of these issues include education and literacy, child care, neighborhood revitalization and family development.

"OYE! represents a very special part of our partnership

with Gloria and her Evolution Tour," said John H. Costello, senior executive vice president of marketing for Sears. "Together, we will not only bring the excitement of Gloria's music to fans around the country, but also empower young people to become instruments of positive change in each community that she visits," Costello said.

United Way of America, in partnership with local United Way organizations in the 34 concert cities, has been selected to administer the OYE! program.