

PENSACOLA NEWS JOURNAL

Pensacola, FL

Thank You Sears!



Kelly Hodges, (third from right) General Manager, and Judy Davis, (third from left) Human Resources Director, of the Pensacola Sears Store present Phil Cudahy, Executive Director, EASE, with a check for \$20,000 from Sears and the Gloria Estefan Foundation OYE! Program. Also pictured are some of the young volunteers that participated in the day local community event "Fight AIDS NOT each other!"

This summer, Sears, Roebuck and Co. is sponsoring the Gloria Estefan concert tour, which kicked-off in Pensacola last Saturday. The tour includes OYE!--a one million dollar program to empower and involve young people in addressing community issues. OYE! stands for Opportunities for Youth Empowerment and also means "Listen to me" in Spanish.

The United Way of America, in partnership with local United Way organizations in the 34 concert cities, has been selected at the administrative partner for OYE!. Through OYE!, Sears and the Gloria Estefan Foundation are awarding a \$20,000 grant to a single organization that directly empowers young people to address critical issues in each of the tour cities.

Each agency has been selected by a local youth advisory board which follows strict guidelines and objectives.

The Pensacola recipient of this grant is Escambia AIDS Services and Education, Inc. (EASE). Their special event took place Saturday, July 13 and engaged 200 youth volunteers, artists, and local Sears employees in activities that best expressed the theme of "fight AIDS NOT each other!"

The artistic results of their efforts were displayed outside of the Civic Center before the Gloria Estefan concert. EASE will take this message to health fairs, churches and schools to continue educating youth about the seriousness of AIDS.