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818 Pollard Boulevard, SW ♦ Atlanta, GA 30315
(404) 658-9675

Contact: Tara Thomas or Katrina Noles
Public Relations & Marketing
Confirmation
404.550-9590 or 770.314.9454
confirmationatl@bellsouth.net

The Atlanta Workforce Development Agency and Colgate-Palmolive "Jump Start" Atlanta's Youth through Summer Employment At the 2007 P.O.W.E.R. Celebration!

ATLANTA, GA...**Wednesday, April 4th, 2007 Mayor Shirley Franklin** and representatives from the Atlanta Workforce Development Agency (AWDA) will get a jump start to the 14th Annual Summer Internship and Career Development Program between Colgate-Palmolive and the Mayor's youth program – Preparing Our World through Education and Responsibility (P.O.W.E.R.). This year's celebration will take place two months in advance in order to assist Atlanta's youth in getting a head start on job placement for the summer. The P.O.W.E.R. Celebration will begin at **10:45 a.m., at the AWDA One-Stop Career Center at 818 Pollard Boulevard (just two blocks south of Turner Field.)**

The P.O.W.E.R. partnership supports career development and job opportunities for Atlanta's youth. Since its inception it has become the perfect collaboration between urban cities, Colgate and local retailers, donating over 2 million dollars to support youth employment in participating cities. When the consumer purchases Colgate products at retail locations such as P.O.W.E.R.'s Atlanta retail partner Kroger, they help support grants to benefit youth employment, which instills a work ethic among youth and pride in the community. Working with the Mayor's offices to target youth, Colgate provides funding and in-kind contributions to AWDA.

Mayor Franklin's public education initiative for Atlanta Public High School (APS) seniors will also be highlighted at the kick off. The program was created to ensure that every graduating (APS) senior has a plan after graduation that matches his or her individual interests and desires. Atlanta high school seniors can pursue education, training, employment and opportunities for life after high school. The mayor's youth program helps to meet the financial and the resource needs of many of the students.

"Young people are our greatest resources and we have a moral obligation to do what we can to help them to the next step. This is fundamentally about connecting students to opportunity - empowerment through education and employment and collaborative efforts such as P.O.W.E.R. exemplify that valuable partnership," said Mayor Franklin. This partnership of city government, Colgate and local retailers, provides an important benefit to the youth of the community while achieving the respective program goals. Over the years, this partnership has assisted in serving over 120,000 youth through the donation of over 1.3 million dollars in grants as well as Colgate personal and oral care products.

"Colgate P.O.W.E.R. is just one aspect of the commitment Colgate-Palmolive has made to join you in encouraging and uplifting our young people," said Tiffany Pratt, Director of Multicultural Marketing at Colgate. "We're pleased to join Kroger and the Atlanta Workforce Development Agency in offering training, education and work experience to young people in the Atlanta community. Our goal is to provide them with the skills, work ethic and opportunities necessary to help ensure future success."

Colgate is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's web site at <http://www.colgate.com>.

The Atlanta Workforce Development Agency was created through the Workforce Investment Act, which was signed into legislation in 1998. AWDA is dedicated to empowering residents to become educated, skilled and self-sufficient, leading to meaningful employment with local businesses, building an effective workforce and a vibrant, diverse economy for the City of Atlanta.