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FOR IMMEDIATE RELEASE

AUTHOR JAMES P. OWEN TO GIVE THE KEYNOTE ADDRESS AT THE BOYS & GIRLS CLUBS OF SPOKANE COUNTY'S "RIDE FOR THE BRAND" FUNDRAISING BREAKFAST

SPOKANE, WASHINGTON (Tuesday, October 12) – To kick off its annual One Campaign, the Boys & Girls Clubs of Spokane County will welcome noted author and executive James P. Owen to serve as the keynote speaker at the “Ride For the Brand” breakfast on Tuesday, October 19th. More than 250 guests and Club supporters are expected to attend this free event at the Northtown Boys & Girls Club.

With a financial background on Wall Street that spans four decades, Jim Owen has started to become a household name not for his financial prowess, but as the enlightened author of *Cowboy Ethics: What Wall Street Can learn From the Code of the West* and *Cowboy Values: Recapturing What America Once Stood For*. His third book, *The Try: Reclaiming the American Dream* is scheduled to be released this fall. In 2004, this social entrepreneur founded the Center for Cowboy Ethics and Leadership with the goal of inspiring and engaging young people in an active process of deciding which values and character traits they want to embrace as the foundation for adult life. Based on the “Ten Principles of the Code of the West” Jim’s message and belief in bringing ethical awareness to today’s youth has found extensive success and been adopted by elite schools and organizations everywhere.

“We are so honored to have someone of Jim’s caliber and passion speak to our organization and community leaders” stated Ryan Davenport, President/CEO of the Boys & Girls Clubs of Spokane County. “His advocacy of ethics and core values truly resonates with people from all walks of life because it crosses over all industries, demographics, ages and education. He speaks about authenticity and becoming the best version of yourself – a philosophy that perfectly aligns with our mission here at the Club.”

The “Ride For the Brand” breakfast is part of the Boys & Girls Clubs of Spokane County’s 2010 One Campaign fundraising effort that includes individual and corporate donations as well as business partnerships with local organizations called “Partners For Kids.” Funds raised during this annual campaign are used to support all of the life saving programs and services we currently provide to 3,000 at-risk youth.

The “Ride For the Brand” breakfast will be held at the Northtown Club (544 E. Providence Ave.) from 7 am – 9 am on Tuesday, October 19th. The event is free, but seat reservations are required. Please contact the Boys & Girls Clubs of Spokane County at 489-0741 if you have any questions or would like to attend the “Ride For the Brand” breakfast.

About The Boys & Girls Clubs of Spokane County

Since 2001, The Boys & Girls Clubs of Spokane County has been a part of a nationwide affiliation of local, autonomous organizations dedicated to helping young people of all backgrounds develop the qualities they need to become responsible citizens and leaders. Founded in the philosophies of the Boys & Girls Clubs of America, the Boys & Girls Clubs of Spokane County operates multiple Clubs in order to provide a broad range of programs in five Core Areas: Education and Career Development, Character and Leadership Development, Health and Life Skills, The Arts and Sports, Fitness and Recreation.

Currently serving nearly 3,000 area youth between the ages of 6 - 18, The Boys & Girls Clubs of Spokane County operates three Clubs year-round from Friday through Monday. For a yearly membership fee of \$10, youth have access to all of the Clubs: Northtown Branch, the Libby Teen Center and the Lisa Stiles-Gyllenhammer (Mead) Branch.

For more information about the Boys & Girls Clubs of Spokane, visit www.bgcspokanecounty.org

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