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**Hugh O'Brian Youth Leadership and Nestlé Very Best In Youth
Partner to Encourage the Positive Impact of America's Youth**

(LOS ANGELES, CA – July 19, 2010) — Hugh O'Brian Youth Leadership (HOBY), the nation's top not-for-profit youth leadership development organization, announced today that it has entered into a partnership with the Nestlé Very Best In Youth program to further support and encourage America's youth to make a positive impact in the lives of others.

“This partnership is a natural pairing of two organizations who believe in America's youth and who want to start them on a lifetime of making a contribution to others,” said Javier LaFianza, president and CEO of HOBY. “Together we will encourage, recognize and reward those individuals who are passionate about the commitment to community service.”

Nestlé has been a proud sponsor of the Nestlé Very Best In Youth program for more than 12 years. It was created to spotlight the best in youth leadership and to identify teens whose efforts are making a profound impact in lives other than their own. Toward that end HOBY participants – called youth ambassadors – will be encouraged to apply for the Nestlé Very Best In Youth award, presented biennially to students who have demonstrated not only good citizenship and a strong academic record but who have made a special contribution to their school, church or community.

“Nestlé USA is dedicated to America's youth,” says Kenneth W. Bentley, Nestlé vice president of community affairs & educational programs and author of the Nestlé *Very Best In Youth* book series. “Young people are the future of this country, and it is up to adults to see that they are given the encouragement they need to reach their goals.”

As part of this new partnership, Nestlé will be one of the presenters at HOBY's 2010 Training Institute for volunteers August 12-15 in Houston. In addition, Nestlé will be one of the sponsors at HOBY's 2010 World Leadership Congress (WLC), to be held at the University of California Los Angeles July 23-30.

(More)

More than 400 high school sophomores from the United States and more than 15 foreign countries are expected to attend the WLC where they will be exposed to a distinguished group of leaders from various sectors in business, government, international affairs, science, medicine, media and education. Their week-long experience will include educational sessions, interactive workshops and training exercises, and a strong “Service Day” component where attendees will contribute a combined 3,200 hours of service to its four not-for-profit service-day partners: Habitat for Humanity – San Fernando/Santa Clarita valleys, Heal the Bay, Tree People and Glamour Gals.

For more than 50 years, Hugh O’Brian Youth Leadership has helped to cultivate tomorrow’s leaders by inspiring a global community of youth and volunteers to a life dedicated to leadership, service and innovation. HOBY programs annually provide nearly 10,000 local and international high school students the opportunity to participate in unique leadership training, service learning and motivation-building experiences. HOBY also provides adults the opportunity to make a significant impact on the lives of youth by volunteering, and today more than 4,000 volunteers and over 365,000 alumni proudly make up the HOBY family. Further information may be obtained at www.hoby.org.

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