

SENATOR BOB DOLE
SPIRIT OF YOUNG AMERICA AWARDS
MARCH 10, 1989

THERE ARE SOME HUGE CHALLENGES FACING
YOUNG AMERICANS THESE DAYS: DRUGS, GANG
WARFARE, DRINKING AND DRIVING, AND A NEW KIND OF
WORKING AMERICA WHERE BOTH PARENTS ARE
SPENDING MORE AND MORE TIME AWAY FROM HOME.



-2-

ON TOP OF ALL THE TRIALS AND TRIBULATIONS OF
JUST BEING A TEENAGER, IT'S NO WONDER THE
TEENAGE YEARS CAN BE DIFFICULT ONES.

BUT THESE AWARD WINNERS SAY LOUD AND CLEAR
THAT TEENAGERS CARE -- ABOUT THEIR FAMILIES, THEIR
NEIGHBORS AND THEIR COUNTRY.



-3-

NO DOUBT ABOUT IT, OUR KIDS ARE OUR FUTURE.
AND WHEN I LOOK AT THIS AUDIENCE, AND STUDY THE
ACCOMPLISHMENTS OF THE SPIRIT AWARD WINNERS'
FROM EACH AND EVERY STATE -- THE FUTURE LOOKS
VERY BRIGHT INDEED. AND I SALUTE YOU.



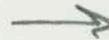
-4-

I WANT TO ALSO PUBLICLY CONGRATULATE ALL THE
FINE, YOUNG KANSAS MEN AND WOMEN WHO WERE
NOMINATED FOR THIS AWARD. ALTHOUGH OUR WINNER
ISN'T HERE TODAY, KATHY REEL OF SHAWNEE, KANSAS
IS AN EXCELLENT ROLE MODEL FOR OTHER TEENAGERS
TO FOLLOW. HER VOLUNTEER SERVICE TO THE
ELDERLY, THE DISABLED AND THE COMMUNITY MAKES
OUR STATE PROUD.



-5-

TOGETHER, YOU AND KATHY HAVE PROVED
SOMETHING THAT HAS BEEN THE DRIVING FORCE
BEHIND MY CAREER IN PUBLIC SERVICE: THAT ONE
PERSON CAN MAKE A DIFFERENCE. IT'S ALL ABOUT
SACRIFICE AND DETERMINATION; AND SELFLESSNESS
AND DEDICATION -- COME TO THINK OF IT, THAT'S WHAT
AMERICA IS ALL ABOUT.



-6-

PRESIDENT BUSH HAS MADE CITIZEN SERVICE A TOP
PRIORITY FOR HIS ADMINISTRATION. I JOIN HIM IN THAT
CRUSADE. JUST AS PRESIDENT KENNEDY DID 25 YEARS
AGO, GEORGE BUSH IS CALLING FOR A NEW
COMMITMENT FROM AMERICANS -- TO THEIR COUNTRY,
AND TO EACH OTHER.

AND YOU, THE OUTSTANDING YOUNG LEADERS IN
THIS ROOM, ARE ALREADY LEADING THE WAY.



-7-

SO LET ME CONGRATULATE YOU AGAIN, AND THANK
THE CLAIROL CORPORATION FOR ITS SUPPORT, AND
ABOVE ALL, ITS CONTINUING COMMITMENT TO YOUNG
AMERICA.

A handwritten signature, possibly "A", consisting of several overlapping loops and a horizontal line.

DANIEL J. EDELMAN, INC.

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Public Relations
EDELMAN

February 22, 1989

The Honorable
Robert Dole
Minority Leader United States Senate
Washington, D.C. 20510-1601

My dear Senator Dole,

Each year, ten young people are honored with Spirit of Young America Awards presented by their respective members of Congress at ceremonies in the Senate Caucus Room on Capitol Hill. The awards are sponsored by SeaBreeze (a division of Clairol) and administered by the National Collaboration for Youth, a coalition of youth agencies such as the Boy Scouts and Campfire Girls.

Because you are a role model for young people across the country, we hope very much that you can be the keynote speaker for the event which is scheduled for noon on March 10.

We know it would mean a great deal to the ten young people who have been selected to represent the 50 state winners to have you as a speaker at the luncheon honoring them. The young people chosen this year are being recognized for their efforts on behalf of the homeless; mentally retarded; counselling against gang involvement and drug abuse; taking responsibility for keeping home and family together after the death of a parent; and occupational therapy for cancer and hemophiliac patients. (Additional information on the award winners is enclosed).

SeaBreeze established the awards because they believed there was too much emphasis on teenagers as problems and not enough on their contribution to society. Further, they saw a void in existing recognition programs in that very few are designed to honor ordinary young people who have demonstrated qualities of compassion, integrity, courage and leadership that have made a difference in their communities.

I will contact your office to answer any questions you may have.

Sincerely,

Michaëlle Scanlon
Michaëlle Scanlon
Account Executive

Enclosure

2/27 Advised Sen. would try to stop by briefly
3/1 Copies to Joyce

Chicago Dallas Houston Los Angeles New York St. Louis San Francisco Washington
Buenos Aires Dublin Frankfurt Hong Kong Kuala Lumpur London Singapore Sydney Tokyo



CONTACT: Ellen Anderson (212) 546-3521
(718) 268-6994
Jennifer Moffatt (202) 371-0200

For Immediate Release

THE SEA BREEZE AWARDS
BOARD OF ADVISORS

David W. Bahlmann
National Executive Director
National Fire

Carolyn Calvert Baker
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CA of USA National Board

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Teen Magazine

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National Keystone Advisor
National Clubs of America

John Rinzier
Editor
Teen Speak Out

John O. Rubin
President
Mid St. YM-YWHA
New York City

THE SEA BREEZE AWARDS QUESTIONS AND ANSWERS

Q: WHAT ARE THE SEA BREEZE AWARDS?

A: The Sea Breeze Awards, established in 1986, is a public service program sponsored by Sea Breeze, a division of Clairol which manufactures skin care products for teens and young adults. It is designed to single out and honor those teens who have acted with courage, heroism, integrity, compassion or in a spirit of public service to make their world a better place. Fifty teens across the country will each receive a \$500 grant, a Sea Breeze Salutes the Spirit of Young America Citation and the chance to participate in a special awards celebration in Washington, D.C., saluting the spirit of young America.

Q: WHO IS ELIGIBLE FOR A SEA BREEZE AWARD?

A: Teens (aged 13 through 19, male or female) who, while not necessarily the straight A student or the captain of the football team, exhibit a certain spirit which in less obvious but just as effective ways, make them special achievers in their own right.

Q: HOW CAN YOU SPOT A POTENTIAL SEA BREEZE AWARD WINNER?

A: Qualities to look for include leadership, selflessness, integrity, volunteerism, courage, heroism, a positive attitude -- that special something that makes certain young people feel more, care more, do more. Their efforts should help improve the quality of life in their community.

Q: HOW DO YOU NOMINATE A TEEN FOR A SEA BREEZE AWARD?

A: To nominate a teen (aged 13-19) for a Sea Breeze Award, submit his/her name, address, phone, age, school attending and year

(more)

-2-

in school and a brief statement on why the nominator feels the teen is worthy of a Sea Breeze Award, as well as the name, address, and daytime phone of the nominator and mail to:

The Sea Breeze Awards
c/o The National Collaboration for Youth
1319 F Street, NW
Suite 601
Washington, D.C. 20004

The deadline for submitting nominations is June 30, 1989. Winners will be notified by the Fall.

Q: WHAT IS THE HISTORY OF PUBLIC SERVICE PROGRAMS SPONSORED BY CLAIROL?

A: Clairol is no stranger to scholarship and award programs, especially those targeted to deserving groups who might otherwise go unrecognized:

- o The Clairol Scholarship Program, established in 1974 as the Clairol Loving Care Scholarship Program, awards funds to women over 30 who are going back to school to achieve career goals.
- o In 1986, Clairol established the Take Charge Awards which, along with the Clairol Scholarship Program, are chaired by Linda Evans. The Clairol Take Charge Awards seek to spotlight female role models who have overcome obstacles and changed their lives for the better after age 30. Whatever the change, it must make a positive impact not only on the woman's life, but also on her work or her community.
- o The Clairol Mentor Program was established in 1988 to connect aspiring women in 11 different career categories with accomplished women in the same fields in order to foster and encourage mentoring relationships among women.

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March 10

Public Relations
EDELMAN

March 2, 1989

The Honorable
Robert Dole
Minority Leader United States Senate
Washington, DC 20510-1601

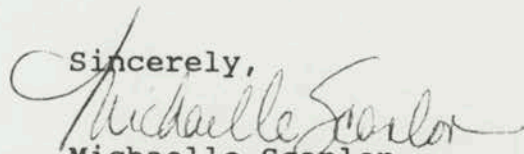
My dear Senator Dole:

Thank you very much for agreeing to participate in the 3rd Annual Sea Breeze Awards on March 10th. We know that this will be quite a special day for everyone involved.

I'm sending you more information on the Awards, as well as brief biographies on the winners who will be present. I hope this will give you a better understanding of the teenagers who are being honored, as well as the Sea Breeze Awards in general.

Please feel free to call me with any questions you may have.

Sincerely,



Michaelle Scanlon
Account Executive

Enclosures



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For Immediate Release

Jennifer Moffatt (202) 371-0200

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1989 SEA BREEZE AWARD WINNERS

LOCAL WINNERS

Marci Lynne Brunson

McLean, VA - 16 years old

If you were called upon to save the life of a dying infant, could you? Marci Lynne Brunson did. Marci, one of this year's three local Sea Breeze Award winners, checked on the 3-month-old she was babysitting for and found him blue and apparently lifeless. Marci recalled the training she had received in her freshman health class at Langley High School and began administering CPR. Convinced that her first attempts at resuscitation had failed, she dialed 911 to report the baby's death. The dispatcher encouraged her to renew CPR, and within minutes, the infant began breathing. As a result of this dramatic experience, Marci began speaking out on the value of CPR instruction. Subsequently, the number of CPR students in Fairfax County has risen dramatically.

Alicia Jones

Washington, DC - 16 years old

Alicia, a student at Regina High School in the District, has brightened the halls of the Washington Home for the Aging for the last three years. Each summer day, Alicia visits with the elderly at the Home, feeds them, draws with them, and provides company for people who otherwise would have no one. Even at her young age, Alicia recognizes their need for caring and companionship. Despite her hectic schedule, she is able to balance her responsibilities at her own home in order to spend more time helping others. Alicia has already been recognized by the Red Cross for her devotion and kindness, and she looks forward to her next summer with her elderly friends.

Evi-Luise Pover

Arlington, VA - 14 years old

Only 14 years old, Evi-Luise Pover is off to college. This outstanding Sea Breeze Award winner moved quickly through the gifted student program in Arlington, and now is making her mark at Mary Baldwin College. She is finding college to be exciting, despite some hesitation on the part of many of the traditional students and a few of the professors. However, Evi is no stranger to adverse circumstances. Since the sixth grade, she has volunteered at St. Peter's shelter for women in Washington, D.C., cooking for the women, spending time with them, and even spending many nights at the shelter. Evi has found this to be one of the most fulfilling parts of her life, and plans to continue her volunteer work by tutoring local prison inmates.

NATIONAL WINNERS

Louis Peter Cazzetta

Brooklyn, NY - 18 years old

Louis knew that his acting talents could be used for more than just the annual high school play, and he knew just the people who would benefit from the entertainment he could provide. He decided to form an acting troupe, helped write original comedies, and began performing skits to benefit the mentally retarded, the physically ill, and the elderly. His skits on Abbott & Costello, the Marx Brothers, and his own creation -- "Rodney Dangerfield Meets the Godfather" -- kept his audience in stitches. Louis built on this success by founding an organization that sponsors square dances for mentally retarded adults. The participants have told him that the dances are the highlight of their week. Recently certified as an Emergency Medical Technician, Louis continues to enrich his community as a member of Brooklyn's volunteer ambulance corps.

John Edmerson

Carson, CA - 17 years old

Living only twenty minutes away from Los Angeles, John was all too aware of the drug-related violence and gang wars that plagued the area. In an effort to educate his fellow high-school students to the dangers of drugs and gangs, John decided to create a panel of experts to come and talk with his peers. He invited ex-convicts, a government spokesman, the local sheriff, members of the "Bloods" and the "Crips," -- two notorious gangs -- and even a young gang member who had been paralyzed as a result of a territorial dispute. In a school assembly turned talk show, with rival student gang members in the audience, John acted in the Phil Donahue role. Although he was nervous that the tension in the audience might become explosive, the assembly was a positive experience for everyone involved. The success of John's panel has encouraged him to pursue a political career working against drugs and violence.

Aja Henderson

Baton Rouge, LA - 13 years old

At an early age, Aja understood the benefits as well as the pleasure derived from reading. With a personal collection of over one hundred books and frequent loans from the library, she was familiar with some of the most enjoyable literature created for her age group. She began to notice, however, that many of her peers were doing little to no reading at all. The children simply had no means of getting to the public library. Aja decided to help her friends by creating her own library. She recommended titles, and allowed friends to borrow her own books as well as those she checked out from the public library. Soon the neighborhood considered her the best book source in the area, and her friends were reading constantly. "It feels so good," she says, "to see them so happy and excited over a book."

Susan Horgan

Pittsburgh, PA - 17 years old

When Susan was only 14 years old she began working in a soup kitchen in downtown Pittsburgh. The nightly weapons search on the homeless, as well as an attack made upon one of the volunteers, made it apparent that Susan's situation could be a dangerous one.

Nevertheless, Susan never wavered in her commitment to aid the homeless, and even continued her volunteer work at a soup kitchen while in the District last summer. In D.C., Susan became a role model to the disadvantaged children she met. Although these children were as old twelve, they had never been out of the city. Susan took them to the beach, encouraged them in their studies, and continues to have an influence on them through her correspondence. She plans on enlisting in the Peace Corps after college, and continuing her efforts on behalf of the underprivileged.

Christopher Keneklis

Green Bay, WI - 16 years old

As Chris arrived at his friend's house to race radio-control cars, he discovered the youth had been rushed to the hospital unconscious. His friend was diagnosed with a brain tumor, and had lapsed into a coma. Chris knew that he might help his friend with his presence, so every day he visited him at the hospital, talking to him, playing his friend's favorite music, and reading to him from "Radio Control Modeler." After 55 days in a coma, Chris was excited to see his friend gradually becoming aware of his surroundings. To stimulate his development, Chris even created a device for his friend out of a radio transmitter that his friend could operate with his thumbs. It lit up with a red or green light to correspond to his friend's yes or no answers to questions. Today Chris's friend is back in school part-time, and Chris is sticking with him every step of the way.

Leticia Lopez

San Antonio, TX - 18 years old

Leticia Lopez knows how to make every minute count. Every day Leticia would cram a full day of high school classes into a half day, so she could leave early for her full-time job at a local department store. Because her mother is a single parent, and has been hospitalized repeatedly, Leticia's mother and four siblings count on Leticia's income -- the family's largest. However, her sisters and brothers count on her even more for guidance and caring. Due to her mother's frequent incapacitation, Leticia has assumed most of the parenting responsibilities for her siblings -- feeding them, dressing them, and helping them with her homework. Leticia doesn't mind, though. As she says, "Those kids are everything to me." Despite sacrificing much of her social life to meet her many commitments, even foregoing her senior prom, she remains optimistic and continues brighten her family's life.

Nicole Norton

Oakland, CA - 18 years old

In the ninth and tenth grades, Nicole was already a drug abuser. However, an injury she sustained while intoxicated finally made her realize that she needed serious treatment. After her rehabilitation, Nicole decided to help educate her teachers and administrators about the drug problem in her high school. She created a video in which student drug and alcohol abusers discussed their experiences. The video both shocked and surprised her teachers, but alerted them to the extent of the problem. As a result of her video, she has been asked by many groups to speak out about the dangers of drug and alcohol abuse. To date, she has spoken to over 700 students, helping her peers to remain drug and alcohol free.

Seth Robert Rae

Needham, MA - 16 years old

Most everyone knows that clothes are a welcome donation to the needy. However, Seth discovered that there was a great unmet need for donated furniture and household goods in his community. He decided to take action, and called the Donations Assistance Program to find out how he could help. He was told that if he could gather enough furniture, the agency could send a truck to collect the donations. They had to send two. His success was due to organizational skills that would rival those of any battle-ready general. Seth put bulletins in all the local papers and churches, hung posters downtown, put flyers in high school halls, and ran a notice on cable television. He had station wagons available to help people bring donations to the drop-off point, and kept a running inventory of all he collected. Chris is proud to report that he received everything from couches to refrigerators, and they were all distributed to needy residents within just two weeks.

Melodie Lynn Roth

Dallas, OR - 17 years old

What seemed to be an ordinary job as a lifeguard at a summer camp turned into a time for mature decisions and introspection. Melodie Roth was told by the camp nurse that more than half of the campers that would be in her charge were hemophiliacs afflicted with the AIDS virus. She was initially surprised, and was given the option of leaving with full pay. But Melodie felt a commitment to her campers and wanted to make their short time at camp as joyful as possible. She chose to stay with them. She was educated about the AIDS virus, and knew that with a few small precautions she could make this an unforgettable summer for both the campers and herself. As she said, "I just wanted to make sure the kids had a good time." The time she spent with her campers turned out to be a happy time for all involved, and she hopes others learn from her example that having AIDS shouldn't be a barrier to those who need love and affection.

Joe Trumm

Cascade, IA - 17 years old

Joe was stunned when he realized that his father was having a heart attack. In those few precarious minutes, Joe's own life took a dramatic turn. Although his father survived the attack, he remained very ill, and the daily maintenance of the family farm fell to Joe, the only boy in a family of six children. At only 16 years old, Joe began running the 356 acre farm, as well as the rented farm a mile and a half away. He would awaken at 5 a.m. to feed and tend to their 1,000 hogs, 40 cows and other animals. Joe could tell right away if any of the hundreds of hogs was ill, if the animals' water lines needed repairing, or if anything at all was amiss. Joe would then attend a full day of high school classes, returning home to resume his farming and hog marketing. As it is clear that Joe's father will never be fully recuperated, Joe continues to manage all the farm activities -- a job that daunts many men twice his age. Joe's outlook remains sunny, however, and he soon will be attending a local community college to major in swine production.

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Sincerely,

Michaelli Scanlon
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Account Executive

Enclosure

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1989 SEA BREEZE AWARD FINALISTS

LOUIS PETER CAZZETTA

Brooklyn, New York - 18 years old

Louis was only a high school sophomore when he co-founded People Incorporated, a teenage theatre group that performed plays and skits for the mentally retarded, the physically ill and the elderly. In addition, Louis organized a benefit dance for Muscular Dystrophy and raised \$5,000 in the process. As a senior, he co-founded the Ryken Club, an organization that sponsors square dances for mentally retarded adults, bringing them together with more than 60 student volunteers. Louis has also worked with disabled children at summer camp, does volunteer work as a CPR Technician for the local ambulance service and is an Eagle Scout.

JOHN T. EDMERSON

Carson, California - 17 years old

John believed his fellow students would understand the dangers of gang involvement most clearly if the message came from former gang members and convicts themselves. So he located the people for just such a panel and presented them at a school-assembly-turned-talk-show, with himself in the Phil Donahue role. As president of the Black Heritage Club, John has created similar original school programs to promote cultural awareness among various ethnic groups and to warn against the dangers of drugs.

AJA HENDERSON

Baton Rouge, Louisiana - 13 years old

Aja created her own home-based library. When some of her neighborhood friends saw her collection of books, they seemed interested and impressed. Yet, as Aja soon realized, many of these young people could not turn to the local library in order to satisfy this strong desire to read; they simply didn't have a means of transportation to get there. But they could get to the Henderson's house. So the seventh-grader started checking out a supply of interesting books that her friends can, in turn, check out from and return to her. "It feels so good," she says, "to see them so happy and excited over a book."

1989 Sea Breeze Award Finalists
Page 2

SUSAN HORGAN
Pittsburgh, Pennsylvania - 17 years old

While her peers spend summer vacations sunning by the community pool, you're more likely to find Sue working in a soup kitchen in inner-city Pittsburgh or helping the elderly or disadvantaged there by cleaning their apartments for them. Even when she has faced dangerous situations, she has continued her work. Her other projects have included organizing church bake sales and raising money for a local children's shelter. Perhaps most important, Sue also has become a role model to the disadvantaged children she has met during her work. She stays in touch with them and helps them see what can be done with their lives.

CHRISTOPHER KENEKLIS
Green Bay, Wisconsin - 15 years old

Last August, Chris saw a close friend rushed to the hospital unconscious. His friend, then 13 years old, was diagnosed with a brain tumor and remained in a coma for 55 days. Despite such trauma, Chris never seemed to be discouraged. Chris paid daily visits to his friend's bedside and tried a variety of techniques to communicate with and encourage him. These included reading to his friend, doing occupational therapy to encourage some physical response, making electronic gadgets that might help him communicate, and making long talking tapes for the young patient's auditory stimulation. Today Chris's friend is back in school part-time, with surgery and chemotherapy ahead, but Chris is still with him every step of the way.

LETICIA LOPEZ
San Antonio, Texas - 18 years old

Leticia crams a full day of high school classes into half a day by skipping lunch, so that she can leave early and go to her full time job as a department store bridal consultant. Because her mother is a single parent with four other children and can only work part-time, Leticia's income is the family's largest. Although she also does a great deal to run the household, this young woman finds time to do volunteer work for others. Her projects have included a Christmas toy drive for needy children, a Thanksgiving food drive and modeling to raise scholarship funds for others.

1989 Sea Breeze Award Finalists
Page 3

NICOLE NORTON
Oakland, California - 18 years old

In the ninth and tenth grades, Nicole was already a drug abuser. Today she devotes much of her time and energy to teaching her peers about the dangers of substance abuse. During her senior year, she produced a video in which student drug users and former users appeared, risking anonymity to help teachers and administrators understand the teenage drug problem they face. Although she has lost many of her former friends as a result of this change in her life, Nicole continues to speak out. She has spoken to more than 700 students in the past two years and plans a career in child psychology, helping young people remain drug and alcohol free.

SETH ROBERT RAE
Needham, Massachusetts - 16 years old

Seth wanted to help the poor, so he did some research. Efforts to collect food and clothing had been quite successful in the past, but drives for furniture and other household goods had not done as well. Seth set out to make one work. Gaining the cooperation of the Massachusetts Coalition for the Homeless in Boston, a local church, and his Scout troop, Seth, and Eagle Scout, publicized the drive (from putting notices in store windows to doing public service announcements for radio and TV); managed the drive from start to finish; and filled two large trucks with the desperately needed furniture and household items.

MELODIE LYNN ROTH
Dallas, Oregon - 17 years old

Melodie was lifeguarding at a special summer camp for hemophiliac children when the camp director announced devastating news. It was learned that approximately half of the 9 to 12 year-old boys and girls there had been exposed to the AIDS virus. Staff members were given the option of leaving or continuing with their work. Melodie stayed. The day she left, when camp ended two weeks later, she found a red rose in the back seat of her car.

1989 Sea Breeze Award Finalists
Page 4

JOE TRUMM

Cascade, Iowa - 17 years old

When Joe was 16, his father had a heart attack. From then on, it became the high school sophomore's job to run the family farm. A typical day now starts around 5:00 a.m. and ends at sunset, including a full day of school, and his service as President of the school's Future Farmers of America chapter. Then there's homework to do. Joe's responsibilities include 1,000 hogs, 40 stock cows and 356 acres of row crops and pasture. But he isn't complaining; farming is what he wants to do for the rest of his life, and he considers this a good test. Most would say he's already passed it.

Local Washington, D.C. Area Winners

MARCI LYNNE BRUNSON

McLean, Virginia - 16 years old

Marci saved an infant's life by using CPR. While babysitting for four children last fall, she went to check on a sleeping three-month-old and found him blue, apparently lifeless, with no pulse. Convinced that her first attempts at cardiopulmonary resuscitation had failed, she dialed 911 to report the baby's death. The dispatcher encouraged her to renew CPR and she soon came back to the phone to report that the child was breathing, had opened his eyes and was moving his arms. That ten minutes in Marci's life moved her to become a spokesperson on behalf of the value of learning CPR. So inspiring is Marci that the number of people taking CPR instruction in Fairfax County has risen dramatically.

ALICIA JONES

Washington, D.C. - 16 years old

For the past three years, Alicia has worked with the elderly as a volunteer at the Washington Home for the Aging. Despite the demands of both her school and home environment, Alicia stays committed to working with the older people and has touched the lives of some elderly residents so much that she has been recognized with two special awards.

1989 Sea Breeze Award Finalists
Page 5

EVI-LUISE POVER
Arlington, Virginia - 14 years old

At 14, Evi is off to college. They call her "exceptionally gifted" and she'll enter a special program for such young women that will result in a bachelor's degree at age 19. If homework hasn't always been a challenge, Evi has made a good use of her extra time by doing volunteer work -- since the sixth grade -- at a shelter for homeless women in nearby Washington, D.C. She also helps street people, tutors juvenile offenders and is looking forward to a program in college that will allow her to tutor prison inmates.