

# PRESS RELEASE

## **UrbanPromise of Camden & Holman Automotive Group launch the campaign: “Make a Promise. Keep a Promise.”**

*Holman Automotive Group will host over fifty South Jersey business leaders at their DeSimone BMW location in Mt. Laurel*

### **Camden, NJ November 10, 2009:**

The children of Camden are looking to the South Jersey business community and asking, “Who will keep a promise?”

On Thursday, November 12, 2009 (6:00-7:00pm) at DeSimone BMW in Mt. Laurel, New Jersey, UrbanPromise (a Camden non-profit) in combination with Holman Automotive Group will launch the campaign “Make a Promise. Keep a Promise.”

Over fifty South Jersey business leaders will be in attendance to find out first hand how they can make an impact in the lives of the children of Camden.

The goal of the campaign is to expand corporate sponsorship at UrbanPromise by 20% or \$600,000 this year, and \$2,000,000 over the next 3 years! UrbanPromise’s goal is to double the number of children served in our Camden programs.

“Holman Automotive believes in the difference UrbanPromise is making in the lives of youth and we want to see more corporations rally behind their work,” explained Frank Beideman, Vice President of Resource Development at Holman Automotive Group.

“When adults keep their promises, young people respond in incredible ways. They excel in school, they don’t sell drugs, they stay out of jail, and they create beauty instead of violence,” says Dr. Bruce Main, President of UrbanPromise. “Keep promises....and our children do the rest.”

For the past 22 years UrbanPromise Ministries has been keeping promises to children and teens in the city of Camden. Through alternative schools, job-training opportunities, after school programs, summer camps, outdoor clubs, and a host of other activities our youth have been given the structure and support they need to grow.

The results have been amazing.

UrbanPromise teens are graduating at twice the rate of their public school counterparts. Ninety five percent of UrbanPromise youth are going to colleges like Rutgers, Rowan, Eastern, Bloomfield, Cornell, Howard, College of New Jersey, Coppin State, Azusa

Pacific, Farleigh Dickinson, and Kean. UrbanPromise Alumni are coming back to the city and working as social workers, pastors, teachers, and business owners.

UrbanPromise is looking forward to the increased support and involvement from the South Jersey business community to further the work being done in the lives of the youth.

To learn more about the work UrbanPromise is doing in Camden, New Jersey, visit [www.urbanpromiseusa.org](http://www.urbanpromiseusa.org)

### **About UrbanPromise**

UrbanPromise has one clear mission, to build a city of promise, one child at a time. By equipping Camden's children and young adults with the skills necessary for academic achievement and moreover, life management, UrbanPromise has grown from a tiny summer camp program to a multifaceted institution with a reputation of solidarity and success. Among their many programs are private schools for grades k-12, after school programs, summer camps, and various other recreational and educational programs, each targeting different parts of the lives of Camden's youth. Learn more about UrbanPromise at [www.urbanpromiseusa.org](http://www.urbanpromiseusa.org)

### **About the Holman Automotive Group**

Serving the Southern Florida, Southern New Jersey and Philadelphia-Delaware Valley area's since 1924, Holman Automotive is a premier retailer of new and ~~certified and~~ used **Toyota, Cadillac, Audi**, Infiniti, Ford, Saturn, Volvo, Lincoln-Mercury, BMW, Bentley, Rolls Royce, Mini, and Honda vehicles. Holman Automotive Group's professional sales staff and **certified technicians** are here to make the auto shopping experience fun, easy and affordable. Learn more about Holman Automotive Group at <http://www.holmanauto.com>

### **Available for comments or interviews:**

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