



MEN AGAINST DESTRUCTION  
DEFENDING AGAINST DRUGS AND SOCIAL DISORDER

## **NEWS ADVISORY**

### **For Immediate Release**

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## ***MAD DADS, INC. TO INTRODUCE THE FLORIDA CARES INITIATIVE***

Jacksonville, Florida: MAD DADS Inc., a national partner with Essence Magazine/Essence Cares, proudly introduces The FLORIDA CARES INITIATIVE; a statewide initiative to recruit 100,000 new African American mentors by the end of 2010.

The announcement and introduction of a new mentoring recruitment website will be made at a press conference in Jacksonville at Butler Elementary School, 900 Acorn Street, on November 29th, at 10:30 AM. Joining MAD DADS at the podium will be:

Governor Charlie Crist - Sen. Tony Hill, Chair, Florida Legislative Black Caucus  
Mr. Patrick Hadley, Co Chair, Florida Cares - Dr. Roy Mitchell, Co Chair, Florida Cares  
Ms. Birdette Hughey, Vice Chair Florida Cares/Statewide Steering Committee - Mr. Reginald Brown, Director Project Reach Jacksonville - Dr. Claudette Williams, President EWC - Ms. Sylvia Johnson, Principal Butler Middle School - Ms. Tracie Knight, Central Coordinating Unit of the National Cares Mentoring Movement - Others to be announced

The purpose of the FLORIDA CARES INITIATIVE is to bring together local and state mentoring organizations, along with the traditional civil rights organizations, elected officials, faith-based community agencies, business partners, and community residents, who can begin supplying the tens of thousands of African American mentors needed throughout the state of Florida.

ESSENCE CARES was launched by Susan Taylor, Essence Magazine during the July 2006 Essence Music Festival in Houston Texas and is a call to action to the African American community across America. Ms. Taylor is asking every able black person to have his or her hand on a vulnerable young person's shoulder. The call to action asks also that African Americans join our trusted civil rights organizations or a community-based initiative working to open wider pathways to success for our disenfranchised youth.

The Florida Legislative Black Caucus, chaired by State Senator Tony Hill from Jacksonville, was asked to support a statewide steering committee that would be charged with the responsibility of recruiting African American citizens in individual cities, communities, and hamlets across the state of Florida to mentor black children!

The FLORIDA CARES Statewide Steering Committee yet forming; is truly passionate about the ESSENCE CARES/FLORIDA CARES movement. The Committee is chaired by: Dr. Roy Mitchell, a life-long, well-known, Florida educator and mentor from Jacksonville; Mr. Patrick Hadley, National Vice President for the MAD DADS organization and Florida State CEO from Ocala; and Vice Chairs, Mr. Reginald L. Brown, Project Reach Jacksonville/Florida Cares and Ms. Birdette Hughey, an outstanding FAMU graduate, who has provided leadership, structure and direction for the initiative.

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