



For Immediate Release

Media Contact:
Erin Fogarty Owen
(402) 614-6360 Ext. 203

**THE NORTHSTAR FOUNDATION ANNOUNCES
PARTNERSHIP WITH OUTWARD BOUND**

America's Leading Provider of Learning Expeditions to Start a Center in Omaha

November 10, 2009, Omaha, NE – The NorthStar Foundation, dedicated to providing before and after school programming to male youth in North Omaha, today announced a partnership with Outward Bound, the nation's leading provider of learning expeditions that inspire character development, leadership and service. Together they will work to bring Outward Bound programming to Omaha in pursuit of establishing a permanent urban center. The Outward Bound Center will be located in North Omaha on land leased by the NorthStar Foundation.

Outward Bound, through its "True North" strategy, seeks to bring the Outward Bound experience to urban areas in order to reach populations that would otherwise not have access to Outward Bound programs. Outward Bound serves 70,000 students annually and has a nationwide community of more than one million people.

Currently, there are eight Outward Bound Centers located in Philadelphia, Baltimore, Denver, Los Angeles, Boston, New York City, Atlanta, and San Francisco. The True North strategy seeks to expand the number of urban centers from eight to 12 by 2012.

"I am very excited to welcome Outward Bound as a partner with the NorthStar Foundation and the people of Omaha," said Scott Hazelrigg, Executive Director of the NorthStar Foundation and President of the Board. "Outward Bound offers unique programming and will give youth in North Omaha exciting opportunities to learn through experience, through urban and regional adventures. Outward Bound will not only be accessible to youth served by NorthStar, but to all Omahans, including area schools, youth-serving agencies and workforce development efforts."

In May 2010, the NorthStar Foundation plans to build a high ropes course on the campus of the Omaha Home for Boys, located at 52nd Street and Ames Avenue, to be used exclusively by Outward Bound. A high ropes course is a structure made of utility poles and suspended cables created to challenge students individually and as a team in an active learning environment.

"We are excited by the prospect of offering the youth of Omaha compelling adventure-based experiences that help them reach their full potential and positively impact their communities," said John C. Read, President and CEO of Outward Bound. "For 48 years, Outward Bound has been teaching through experiences in nature. Our True North strategy expands these challenging adventures into more urban settings, and we are excited to deliver pilot programs in North Omaha this coming summer."

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NorthStar has leased 14 acres of land on the eastern edge of the Omaha Home for Boys campus. Outward Bound will begin running pilot programs on the high ropes course as early as the summer of 2010 and run a variety of program lengths to meet community needs, including one-day urban programs, 2-3-day regional wilderness programs, and more traditional wilderness expeditions for Omaha youth and adults.

The location of the Omaha Home for Boys campus would place the services of NorthStar and Outward Bound in close proximity to a critical community of need, bringing unique Outward Bound teaching pedagogy to Omaha students and adults.

The Outward Bound Center idea was born out of the Outward Bound Omaha Needs & Opportunities Assessment completed by the NorthStar Foundation in partnership with University of Nebraska at Omaha Consortium for Evaluation & Research. Outward Bound received the assessment in July 2009 and gave NorthStar a commitment for an Outward Bound partnership in Omaha in September 2009.

Several other Omaha-based studies uncovered ways that the NorthStar Foundation and the Outward Bound Center presence in Omaha could make a direct impact on youth in need. Challenges identified in the Stanford Research Institute (SRI) study in 2007 and the University of Nebraska at Omaha Afterschool Needs Assessment in 2007 include: lack of programs supporting middle school to high school transition; youth becoming 'disconnected' from the systems in place to support them; and the impact of poverty on a student's ability to gain the 'assets' needed to survive and thrive in pursuit of becoming healthy, well-educated members of the community.

The NorthStar Foundation is focused on developing an exciting before and after school model that places youth in a safe and secure environment with mentors, staff and peers, who share common goals that focus on self-reliance and accountability. At the heart of NorthStar are five unique program areas of emphasis: Academic Achievement; Athletics & Healthy Lifestyles; Adventure & Experiential Learning; Arts Immersion; and Actualization & Employment Readiness.

About the NorthStar Foundation:

The NorthStar Foundation, created in 2007, is an Omaha foundation dedicated to meeting the critical, unmet needs of North Omaha's male youth, fourth grade to high school graduation, by creating dynamic before and after school programming with the goal of successfully building them into healthy, educated, employed contributors to their community. www.northstar360.org

About Outward Bound:

Outward Bound, founded in 1941 by educator Kurt Hahn, is a non-profit educational organization that serves people of all ages and backgrounds through challenging learning expeditions that focus on character development, leadership and service.

Outward Bound inspires self-discovery and helps individuals and teams achieve their potential and develop the leadership skills needed to serve others in their community and care for the world around them. Outward Bound serves 70,000 students annually and has a nationwide community of more than 1 million people. www.outwardbound.org