

Have those experiences made us feel good? Of course. But that's not the reason we got involved. The simple facts prove that programs like Boys & Girls Clubs create a better society for us *all* in the long-run.

That is why Ultimate Electronics has formed the Ultimate Electronics Children's Fund. In order to create the greatest possible impact for the children of our communities, and society as a whole, we are focusing on making a difference through children's education. We have the capability and responsibility to do what we can to empower these children to not only survive the stormy environment of their world, but in the future prevail in ours, as well.

As you may have noticed on the signs on the course, many alumni of the Boys & Girls Clubs now are household names because they've excelled in their industries. Michael Jordan, Brad Pitt and Jack Kemp, just to name a few.

Like these great alumni, sometimes a little help is needed to start an at-risk youth down a path of success. And what makes the kids we're talking about so extraordinary, is the talent, character and potential each of them possesses behind their exterior that sometimes seems so alien to us now. I think it's important to acknowledge and reward the courage of these children in seeking out assistance from organizations such as Boys & Girls Clubs.

And so, if these young individuals are willing to boldly part from the pack to search for something more, to - on pure faith - journey towards dream without the advantage of seeing how real that dream can be . . . and if they can do this while overcoming obstacles unfamiliar to us - I feel that it is our responsibility to help them reach their greatest of destinations.

Thank you for helping them take the first step.

INDUSTRY: Corporate Social Responsibility of Retail Store Chain
TACTIC(S): Charity Event to Benefit Local Boys & Girls Club
TARGET(S): Affluent Men and Women 40-75