



# Teens With a Purpose

## THE MOVEMENT

Changing the World One Teen at a Time!

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### War won, Zero Casualties

**NOROLK, VA** – Teens With a Purpose (TWP) fights everyday to save lives one teen at a time. Their daily battle is combating impediments that Teens face from HIV/STDs, Dating Violence, Distracted Teen Driving, and Bullying. TWP's goal is zero casualties in the war to rescue local teens. In order to continue their work, they seek the support of the community. A sponsorship Launch Party, which captured the whole-hearted support of television personality - Al Roker of NBC's Today Show, was held on May 24<sup>th</sup> at the Westin Town Center Hotel. The Launch Party gave potential corporate sponsors, donors and supporters an opportunity to learn about this local community organization, meet board members, current supporters and the Teens that make-up the organization. Key community, business and political leaders gathered for the purpose of kicking-off Teens With a Purpose 2012 fundraising campaign, which will include the 2012 TWP Gala and Silent Auction featuring Al Roker on November 9<sup>th</sup>, 2012 at the Westin and the 15<sup>th</sup> Annual Teen Event: No Holding Back on November 10<sup>th</sup>, 2012 at the Crispus Attucks Theatre. The Launch Party program included the introduction of two new Board Members – Regional Vice President of GEICO, Joe Thomas and Former Executive Director of the Boys & Girls Club, John Mack. Due to the growth of the organization, in 2012 TWP formed an Executive Advisory Council which consists of key business, education, and community leaders including Teri Rigell, Vice President of Freedom Automotive and wife of Congressman Scott Rigell.

In attendance, were Regional Vice President of GEICO, Joseph Thomas, Anchor for WAVY-TV & FOX-43, Nicole Livas, Congressman Bobby Scott, Virginia Beach School Board representative, Patrick Saylor and many other notable business, community, and civic leaders. Supporters spoke and encouraged guests to donate to the local organization. Al Roker, who is also a board member and advocate of Teens With a Purpose, encouraged guests to support the organization and the need for TWP, "Helping disenfranchised youth, is really part of the mission here, and I think even if you don't have kids or don't know Teens that have issues, eventually they become all of our issues, so I think it's really important." This is Rokers' second visit to Hampton Roads this year, in January he thanked all the TWP donors, supporters and partners at the TWP Donor Recognition Luncheon held in Norfolk. One of TWP's main sponsors is GEICO, earlier this year Teens With a Purpose joined their Distracted Teen Driving Campaign alongside Drive Smart Virginia and WAVY/TV. The campaign invited every high school in Hampton Roads to participate and pledge to Wait-to Text. Nineteen schools answered the call and Lake Taylor High School won a GEICO sponsored pep rally for the entire student body with live music by Teens With a Purpose, food and prizes by GEICO and news coverage by WAVY.

Teens With a Purpose members Robert Johnson, Gabrielle Brinkley and Richard A. Love performed at the Launch Party. Richard Love performed 'Road Time', a song written specifically by Love for the Distracted Driving campaign with GEICO and Drive Smart. Paige Robinson, 22, talked about being a member since the age of 13, the important role that TWP played in her life, and how the organization helped her deal with having a Mother who is infected with HIV. Paige left the organization for about a year, but felt the internal yearning to come back to help people at the place she called "home."

"Teens with a Purpose" was developed in 1996 with a mission to promote abstinence and help build self-esteem through innovative programs for teens in the Hampton Roads area. Throughout the year, TWP hosts numerous events and seminars to provide HIV/STD prevention information and focus on preventing gang violence, dating abuse, teen pregnancy, distracted teen driving and other life-changing issues. "We want to continue to provide young people with a platform to empower one another while using their voices, energy and talents to effect personal change. Utilizing the arts, peer-led programs and community events allows them to assist in improving the lives of others and foster a more knowledgeable community. All while in a nonjudgmental safe environment," states Deirdre A. Love, Founder and Executive Director of Teens With a Purpose.

### Board of Directors

**Deirdre Love**

Founder & Executive Director  
Teens With a Purpose

**Al Roker**

Anchor  
NBC TODAY

**Tanya Kearney**

Director  
EVMS AIDS Resource Center

**John Mack**

Staff Vice President  
Building Trade Association

**Ivan Sanchez**

Motivational Speaker/Author

**Joseph Thomas**

Regional Vice President  
GEICO

### Executive Advisory Council

**Benchmark**

Chance Wilson, Founder & CEO  
Tatia Robinson, Operations  
Manager

**Catholic Charities of Eastern Virginia**

Kim Walker, Director  
Adult & Senior Services

**Cox Communications**

Ocassio Gee, Public Affairs  
Specialist

**Freedom Automotives**

Teri Rigell, Vice President

**Garden of Hope**

**Gethsemane Baptist  
Community Church**

"I am My Sisters Keeper"  
Jan House, Program Coordinator

**GEICO**

Toiya Sosa  
Community Relations Manager

**Gilbane Building Company**

Mark Cunningham, Vice President  
Hampton Roads Area Manager

**Virginia Beach Public Schools**

Patrick Saylor, School Board Member  
Dr. Esther Monclova-Johnson  
Director, Equity Affairs

**WAVY-TV/WVBT FOX43**

Kristen Joyal, Director  
Creative Services