



1424 S. Stapley Dr.
Mesa, AZ 86204
Tel: (800) 994-EVER
Fax: (480) 892-6701
www.foreveryoung.org

FOR IMMEDIATE RELEASE

For information:

Jonathan Roberts, (480) 330-5393
jon@oncelikeme.org

**FOREVER YOUNG FOUNDATION FUNDS ONCELIKEME
TO REDUCE TEENAGE DELINQUENCY AND WORLD POVERTY**

*Web Site Matches Students with the Career Paths
and Life Stories of People Once Like Them*

Mesa, AZ (June 14, 2007)—Forever Young Foundation today announced it will provide initial funding for OnceLikeMe, a technology-based mentoring initiative which will be introduced to children later this summer.

Created in partnership with software developer BreakThruIT, OnceLikeMe is an Internet site (<http://www.OnceLikeMe.org>) that matches students with the career paths and life stories of regular people and notable personalities who were once like them. The program's goal is to give children worldwide the vision, direction, and purpose necessary to overcome poverty, personal challenges, and self-defeating behaviors. OnceLikeMe also allows students to research potential occupations and employers.

"The greatest gifts we can give children are a vision of who they can become and a path to get there," said Forever Young Foundation founder and NFL Hall of Fame quarterback Steve Young. "For many, there is nothing more inspirational than learning the stories of successful people who once shared their same challenges and dreams."

At the heart of OnceLikeMe is an interactive search tool that allows young people to narrow an extensive database of mentors by gender, ethnicity, interests, favorite subjects, personal challenges, living conditions, and family situation. Children can also search the database to find mentor profiles listed by occupation, employer, or school.

Among the first to use OnceLikeMe will be students at Forever Young Zones and other Forever Young Foundation charities. Student access to OnceLikeMe is free of charge and made possible by those who sponsor the mentor profiles on the site.

"We invite everyone to get involved, either by sharing their own journey or by sponsoring the profiles of employees, clients, family members or a personal hero," said Forever Young Foundation president Sterling Tanner.

“There is truly no greater gift than your own story,” said Young. “The lessons learned by one have the power to inspire thousands. This is the reason we have chosen to support OnceLikeMe.”

Soon after the initial launch, OnceLikeMe and BreakThruIT will introduce a wireless version that allows young people to access the application from cell phones and other mobile devices.

ABOUT FOREVER YOUNG FOUNDATION

Founded in 1993 by NFL Legend Steve Young, Forever Young Foundation® is a non-profit, 501(c)(3) organization. The Foundation serves children who face significant physical, emotional, and financial challenges by providing academic, athletic, and therapeutic opportunities unavailable to them. Forever Young Foundation has determined the best way to accomplish its mission is through the development and support of charitable organizations with a proven track record in delivering these services.

Taking full advantage of its strengths and influence, Forever Young Foundation primarily focuses its efforts in Northern California, Arizona, and Utah. Development efforts include the creation of Forever Young Zones®, which include technology labs in Y.E.T. Centers® (in cooperation with the NFL) and interactive, recreational therapy areas in health care facilities, and the support of approved community outreach programs and local charitable organizations whose purpose is to serve children. For more information about Forever Young Foundation and its charitable initiatives, visit <http://www.foreveryoung.org> or call (800) 994-3837.

ABOUT ONCELIKEME

OnceLikeMe is a nonprofit organization devoted to giving children worldwide the vision, direction, and purpose necessary to overcome poverty, personal challenges, and self-defeating behaviors. To accomplish this goal and guide youth to potential occupations and employers, OnceLikeMe has created an Internet site that matches students with career paths and life stories of people who were once like them. For more information or to sponsor a profile, visit <http://www.oncelikeme.org>.

ABOUT BREAKTHRUIT

Founded in 2006, BreakThruIT, Inc. is committed to breaking through technical, social, economic and geographic boundaries with next-generation, wireless software products. These solutions and applications will impact both the social and professional lives of people around the world, and revolutionize communication in the commercial, government and consumer arenas. BreakThruIT is a global company with offices in Los Angeles, San Antonio, Texas, and Melbourne, Australia. To learn more, visit <http://www.breakthruit.com>.

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