NACo welcomes White House effort to foster opportunities for young people

Counts enlist in “My Brother’s Keeper Community Challenge”

WASHINGTON, D.C. – The National Association of Counties (NACo) today welcomed President Obama’s “My Brother’s Keeper Community Challenge,” a new call to action aimed at encouraging opportunities for young people, particularly boys and young men of color. The challenge promotes collaboration among government, business, non-profit, faith-based and other community partners.

“Counties across the country are working to create opportunities for young people to overcome challenges and achieve their goals in life,” said NACo Executive Director Matthew D. Chase. “The ‘My Brother’s Keeper’ initiative is an innovative way to foster community efforts to help young people thrive.”

As part of the White House’s ongoing effort to support community-based approaches to improving life outcomes for young people, the “My Brother’s Keeper Community Challenge” seeks to inspire action in counties, cities and tribal nations. According to the White House, more than 100 communities have signed on to the challenge, including several counties.

For more information about the initiative, visit www.whitehouse.gov/my-brothers-keeper.

###

The National Association of Counties (NACo) is the only national organization that represents county governments in the United States. Founded in 1935, NACo assists America’s 3,069 counties in pursuing excellence in public service to produce healthy, vibrant, safe and resilient counties. NACo promotes sound public policies, fosters county solutions and innovation, promotes intergovernmental and public-private collaboration and provides value-added services to save counties and taxpayers money. More information at: www.naco.org.