



THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

HONORING OUTSTANDING COMMUNITY SERVICE BY YOUNG AMERICANS

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15TH ANNUAL SEARCH UNDER WAY FOR FLORIDA'S TOP YOUTH VOLUNTEERS

*State Honorees Receive Cash Awards, Medallions and
Trip to Washington, D.C., for National Events*

Orlando and Kissimmee Youth Were Florida's Honorees in 2009

TALLAHASSEE, Fla. – Over the past 14 years, Prudential Spirit of Community Awards have been given to more than 5,000 middle and high school students across Florida for helping the less fortunate, promoting health and safety, protecting the environment, and serving their communities through many other volunteer activities. This week the search begins to identify more young Floridians who have made meaningful contributions to their communities over the past 12 months, as the prestigious awards program kicks off its 15th year.

These awards, presented nationwide by Prudential Financial, Inc. in partnership with the National Association of Secondary School Principals (NASSP), honor outstanding community service by young people in grades 5 through 12.

“Young people who take the initiative to serve their communities through volunteerism are a great source of strength for our nation, and give us ample reason to be optimistic about the future,” said Prudential Chairman and CEO John R. Strangfeld. “We want to recognize them, encourage them, and hold them up as role models for all young Americans.”

Young volunteers can apply online at <http://spirit.prudential.com> or at www.principals.org/prudential. Applications must be completed by November 2, 2009, then printed out, signed and submitted to a middle or high school principal, Girl Scout council, county 4-H agent, American Red Cross chapter, YMCA, or affiliate of HandsOn Network. Those without Internet access can get a paper version of the application form by calling 877-525-8491 toll-free.

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The Prudential Spirit of Community Awards represent the United States' largest youth recognition program based solely on community service, and have honored nearly 90,000 young volunteers at local, state and national levels since the program began in 1995. The program is part of a broad youth-service initiative by Prudential that includes a youth leadership training program administered by the Points of Light Institute; a free booklet of volunteer ideas for young people offered through the Federal Citizen Information Center; and a website featuring profiles of outstanding youth volunteers, volunteer tips and project ideas for students, an electronic newspaper on youth volunteerism, and more (<http://spirit.prudential.com>). The Spirit of Community Awards program also is conducted by Prudential subsidiaries in Japan, South Korea, Taiwan and Ireland.

In existence since 1916, the National Association of Secondary School Principals (NASSP) is the preeminent organization of and national voice for middle level and high school principals, assistant principals, and aspiring school leaders from across the United States and more than 45 countries around the world. NASSP's mission is to promote excellence in school leadership. The National Honor Society®, National Junior Honor Society®, National Elementary Honor Society™, and National Association of Student Councils® are all NASSP programs. For more information about NASSP, located in Reston, Va., visit www.principals.org or call 703-860-0200.

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