



NEWS RELEASE: QUAD A FOR KIDS

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**Adam McFadden Named Executive Director of
Quad A for Kids**

(Rochester, New York) Quad A for Kids today announced the appointment of Adam McFadden as its Executive Director.

Quad A's Board of Directors will formally introduce McFadden at the end-of-the-year celebration of the Quad A after-school program on May 25, 2006 at School No. 34, 530 Lexington Avenue, from 3:30 – 4:30 p.m.

McFadden was chosen as Executive Director of Quad A on the basis of his outstanding leadership in the community and his dedication to improving the lives of Rochester's youth.

"A stronger advocate for the Rochester community and Rochester's youth cannot be found, and on behalf of Quad A's Board of Directors, we are pleased to welcome him to this new position," said James Patton, Chair of the Quad A for Kids Board of Directors. "Adam McFadden is an inspiration to this community for his creative, out-of-the box thinking and tireless work in providing opportunities for our children both educationally and socially."

"Adam McFadden shares this administration's beliefs and policies on protecting and educating our children. We have worked extensively with Adam on public safety and youth issues such as our truancy initiative. So his new role at Quad A is a perfect fit for our continued cooperation and work with Adam and with Quad A," said Robert Duffy, Mayor of Rochester.

"I believe my professional background, relationships, and life experiences bring an advocacy for urban youth unmatched in the Rochester community. I am a positive example of what young people can become if given the proper attention and opportunity," said McFadden.

McFadden is currently a member of Rochester's City Council and has expertise in finance and budgeting, community issues and youth counseling. He has served as president of the 19th Ward Community Association. He also initiated a monthly communication platform for area residents and youth at City Hall and has secured funding for various community organizations.

In 1994, McFadden received his Bachelor of Science Degree in Accounting with a minor in Political Science from Claflin University.

McFadden will play a critical role in the growth of the Quad A organization. He will lead development efforts by recruiting new investors and overseeing fundraising activities. He will also develop a marketing communications plan to highlight Quad A programs and raise awareness throughout the community of the importance of after-school and summer programs for urban youth.

Other responsibilities will include ensuring effectiveness of youth programs, management of the grant writing process, recruitment of volunteers to support organization initiatives, and leading the budget

development process. In addition, he will serve as the link between Quad A and the Rochester Area Community Foundation.

About Quad A

Quad A for Kids is a volunteer fundraising organization dedicated to reducing juvenile social problems and improving the life prospects of economically disadvantaged children in Rochester. It funds and supports community-based athletic, artistic and academic programs which expose young people to positive role models and direct them into productive alternatives and away from the destructive activities of the street. It encourages programs that incorporate goals and evaluate progress with respect to scholastic performance and personal achievement.

Research shows that children who participate in after-school programs are less likely to engage in negative behavior. Quad A, which stands for Artistic, Athletic, Academic Achievement, strives to turn downtime into “uptime” by supporting programs that serve 4,000 Rochester children.

For more information, visit www.quadforkids.org.

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