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REQUEST FOR MEDIA

HELP OF SOUTHERN NEVADA RECEIVES NEIGHBORHOOD EXCELLENCE BUILDER AWARD

October 19 Culinary Training Academy Nevada Partners Campus

Las Vegas, Nevada (October, 2010) – HELP of Southern Nevada announced today they will be awarded a Neighborhood Excellence Builder Award by Bank of America on Tuesday, October 19, 8am at the Culinary Training Academy on the Nevada Partners Campus located at 710 West Lake Mead North Las Vegas, NV 89030.

As a Neighborhood Builder, HELP of Southern Nevada will receive \$200,000 in unrestricted grant funding and participate in Bank of America's Neighborhood Excellence Leadership Program® with other nonprofit leaders from 45 communities across the country and London.

Terrie D'Antonio, President and CEO, HELP of Southern Nevada, said "receiving this award from Bank of America is a great honor and will strengthen not only the community, but the people we serve."

"To collaborate with neighborhood partners who are doing good work and serving the community gives us great pride in how we give back and strengthen the foundation of Southern Nevada," said George W. Smith, President, Bank of America Nevada.

The 2010 Neighborhood Excellence Initiative Awards will recognize HELP of Southern Nevada and Legal Aid of Southern Nevada at the breakfast for the Neighborhood Builders along with recognizing student leaders; Yunzuo Cai, Jessica Delp, Heidi Lim, Sabrina Meier, Kevin Wright and local heroes; Michael Carroll, Virginia Evans, Cindy Funkhouser, Anne Schadler, Karen Vaughan.

About HELP of Southern Nevada

HELP of Southern Nevada assists over 100,000 low-income families and individuals to become more self-sufficient through direct services, trainings and referrals. Programs available; social services, weatherization, community alternative sentencing, work opportunities readiness center, holiday assistance, Nevada 2-1-1 call center, and homeless and youth services. For more information, call HELP of Southern Nevada at 702-369-4357 or visit www.helpsonv.org.

Bank of America Corporate Philanthropy

Building on a long-standing tradition of investing in the communities it serves, Bank of America this year embarked on a new, ten-year goal to donate \$2 billion to nonprofit organizations engaged in improving the health and vitality of their neighborhoods. Funded by Bank of America, the Bank of America Charitable Foundation gave more than \$200 million in 2008, making the bank the most generous financial institution in the world and the second largest donor of all U.S. corporations in cash contributions. Bank of America approaches investing through a national strategy called "neighborhood excellence" under which it works with local leaders to identify and meet the most pressing needs of individual communities. Bank associate volunteers contributed more than 900,000 hours in 2008 to enhance the quality of life in their communities nationwide. For more information about Bank of America Corporate Philanthropy, please visit www.bankofamerica.com/foundation.

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If you'd like more information, or to schedule an interview, please contact Gina Gavan at 702-275-2624 or gina@tribalminds.com