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New Campaign Aims to Recruit Mentors for Oregon's Youth

Oregon Mentors partners with Wells Fargo, KGW and the Portland Trail Blazers to reach its goal of serving 5,000 more children

PORTLAND, Ore. – Wells Fargo, **KGW NewsChannel 8**, and the Portland Trail Blazers have teamed up to help Oregon Mentors recruit more qualified mentors. The three organizations have created the *Leading Mentors* campaign, which begins this month.

As long time supporters of mentoring, these organizations are asking communities throughout the state for their help. Interested volunteers can go to oregonmentors.org to connect to programs in their areas.

“Every day Oregon Mentors receives phone calls from parents, counselors and, sometimes the children themselves, seeking mentors,” said Don Pearson of Portland, Oregon regional president for Wells Fargo. “Many of these calls are on behalf of young people who live with factors that limit their access to caring adult support. Oregon Mentors has a goal to serve an additional 5,000 kids in need by the end of 2010. We’re doing our best to help them.”

Pearson and Portland Trail Blazers’ coach Nate McMillan recently filmed a PSA for this campaign that encourages interested volunteers to mentor, reducing the dramatic gap of 165,000 young people who still need mentors. The spot will air on KGW for four weeks, beginning **in February** during coverage of the Winter Olympics.

For more information about mentoring opportunities in Oregon, go to www.oregonmentors.org or call (503) 517-8990.

About Oregon Mentors

Oregon Mentors is the statewide mentoring partnership that exists to expand the life opportunities of young Oregonians by connecting them with caring adults. One of the organization’s primary goals is to recruit and connect potential mentors with one of the 120 programs operating in more than 500 sites across the state.