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FOR IMMEDIATE RELEASE

Contact: Gary Kohn, (815) 399-8850, ext. 117

kohng@keithschool.com

Keith's Amnesty International Club Launches Hunger Week Campaign

ROCKFORD, IL – Philanthropy has many dimensions, including charitable giving by individuals, businesses, and foundations for specific projects and organizations. Developing a philanthropic spirit is an integral part of a Keith Country Day School education and it plays an important role in shaping the character of the students. From September 7-11, Keith's Amnesty International Club is sponsoring an initiative entitled "Hunger Week."

The objective of Hunger Week is to raise money and awareness about world hunger and poverty. According to the World Health Organization, more than six million children under the age of five die of malnutrition every year. Prior to the start of Hunger Week, Amnesty International will place donation boxes throughout the school to raise money for impoverished children in need around the world. For just one dollar a day, children in desperate need can start to live a better life.

The culmination of Hunger Week will be a voluntary "fast" on September 11 for the purpose of promoting the problem of world hunger and poverty. In addition to the campus promotion, the Amnesty International students are also reaching out to the community to broaden the Hunger Week campaign. As of today, the club had circulated donation boxes to more than 25 local businesses.

Keith's Amnesty International club consists of both Middle and Upper School students who are part of a worldwide movement for internationally-recognized human rights for all.

Keith Country Day School is an independent, nonsectarian, college-preparatory school founded by Belle Emerson Keith in 1916. Located on a 15-acre campus overlooking the Rock River, Keith serves students from age three through grade 12 from the Northern Illinois and Southern Wisconsin area. The school is a member of the National Association of Independent Schools and fully-accredited by the Independent Schools Association of the Central States and the North Central Association of Colleges and Secondary Schools. More information about Keith School is available at Keithschool.com

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