

Academy Prep Center of Tampa
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Ybor School Asks Community to *Imagine* Possibilities for Urban Youth
Academy Prep Center of Tampa unveils three-month online campaign

Ybor City, FL – Academy Prep Center of Tampa unveiled its new *Imagine* online giving campaign this week. The *Imagine* campaign will run for three months: November 7, 2011 through Jan 31, 2012. The campaign’s financial goal is \$60,000. Last year, in only one month, Academy Prep far exceeded its \$30,000 goal during its first online campaign - *\$30k in 30 Days*.

Academy Prep will also host a post-campaign wrap-up event in January 2012 to bring the whole community together and celebrate a successful campaign.

“Last year, we went above and beyond our goal, and we were able to use that extra money for SMART Boards for our classrooms.” said Ryan Gonzalez, Academy Prep Development Director. “We have such wonderful supporters; I just know that the *Imagine* campaign this year will be a success, too!”

The *Imagine* online campaign asks visitors to the campaign page to not only give, but also spread the word to their social network. Academy Prep is asking supporters in the community to become “Champions,” and to help drive the campaign forward. Academy prep hopes the campaign will have a real impact in the lives of students, and the only work involved for participants is only about five minutes of their time and a few clicks of the mouse. This year, Academy Prep is using a new platform for the *Imagine* campaign, which allows participants to show videos, pictures, and more.

The Academy Prep *Imagine* campaign is broken up into three phases:

***Imagine*...A New World** (November 2011) – This phase will focus changing the status quo in education for the school’s kids through supporting Academy Prep, and also focus on Thanksgiving and giving thanks.

***Imagine*...The Power of a Gift** (December 2011) – This phase will focus on the holiday giving, and explaining the power of one simple gift.

***Imagine*...A Limitless Future** (January 2012) – This phase will focus on the New Year and the concept of new beginnings and looking into the future. The possibilities in Academy Prep students’ futures are endless!

For more information on the Academy Prep Center of Tampa, please contact Maggie McCleland, Development Manager, at 813.248.5600 (ext 1138) or 813.486.8107 (cell) or mmccleland@academyprep.org. School officials, trustees and volunteers are available for interviews, please call to coordinate.

The Academy Prep Center of Tampa is a 501(c)(3) non-profit organization. It is an urban college preparatory middle school whose mission is to inspire and empower students qualifying for need-based scholarships to be future community leaders through a rigorous middle school program coupled with

ongoing graduate support. Academy Prep's main building is housed in the historic former V.M Ybor Grammar School building. This original structure was renovated, new buildings were added to the campus grounds, and Academy Prep officially opened in 2003. To learn more information, please visit: www.academyprep.org/tampa

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