

## **FOR IMMEDIATE RELEASE**

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### **LACING UP FOR A LEGACY**

On June 4, 2011, over 200 walkers/runners will participate in the inaugural Jacob D. Bullock Foundation, Inc. "Jus B-Active Fun Run." The race will be held at the Little Mulberry Park - 3855 Fence Road; Auburn, GA 30011. All proceeds will go to support JusB Foundation programs that positively impact and support the youth of our communities.

The cost is \$20.00 for pre-registered runners (must submit registration no later than May 24, 2011) and \$25.00 for on-site or post 5/24 registration. Registration begins at 8:00am 5K begins at 9:00am. Print out the race flyer, register, learn about corporate sponsorship opportunities at [www.jacobbullock.org](http://www.jacobbullock.org) or [www.active.com](http://www.active.com)

The "Jus B-Active Fun Run" is one of the foundation's major fundraisers, with a goal to raise \$10,000 - which will provide the needed funds to recruit and train mentors, develop our character building programs, and improve summer camp opportunities. Jacob Bullock was a 14-year-old boy who perished in an attempt to save his friend from what they thought was a frozen lake, (more at [www.jacobbullock.org](http://www.jacobbullock.org)). His nickname was JB. On Jacob's behalf, we encourage youth to make smart choices and realize their potential.

The Jacob D. Bullock Foundation is a non-profit organization supported through the generous contributions of individuals, businesses, churches, and private organizations that take the opportunity to reach today's youth by supporting our mission. For more information go to [www.jacobbullock.org](http://www.jacobbullock.org)

### **FAMILY TURNS A PICTURE OF HEARTBREAKING LOSS INTO A VISION OF HOPE**

On January 9, 2010, 14 year old Jacob Bullock's life ended when he and two friends were playing on what they thought was a frozen lake. In an effort to save his friend who had fallen through the ice, Jacob also fell through and drowned. As a memorial to their courageous son and brother, Heidi, Jay, and Morgan Bullock created the Jacob D. Bullock Foundation. "Nothing can heal the loss of a child, but creating hope and opportunity for Jacob's peers enables his spirit to live on," said Heidi Bullock. "The Foundation was established to build relationships that empower them to avoid risky experiences, triumph over damaging experiences and pursue positive contributions to their communities," she added.

Young adults ages 12 through 18 face extreme challenges in today's society. Without positive influence, many will quickly become 'at risk' youth, often

dropping out of High School and fighting against negative influences such as: domestic and gang violence, drug and alcohol addiction, teen pregnancy, peer and social pressure. The Jacob D. Bullock Foundation is committed to forming programs that will help them to overcome these obstacles.

On August 15, 2010, a fundraiser was held at Hopewell Missionary Baptist Church in Norcross. Approximately 170 attendees came to honor the memory of Jacob Bullock, and to raise money to ensure that his legacy would continue to positively affect his peers and the community. The event, which featured dinner and a silent auction, raised approximately \$9,000. Dance Crew, Danceaddicts for Christ out of New Mercies Ministries in Lilburn performed. Jacob's uncle and youth minister, Dr. Rod Pruitt, Ph.D. of Oakleaf Baptist Church in Jacksonville, Florida spoke. Dr. Pruitt's remarks were primarily addressed to the many youth in attendance. He strongly urged them to "carefully consider each decision they make. "Although not every decision has serious consequences, they collectively define who you become, and all will lead to either positive or negative results – of which you, your family and your community may be forced to live with."

The Campaign for Youth Character, one of the programs of the Foundation, is designed to encourage personal responsibility. For example, when there is an opportunity to tell the truth or a lie, Jus B-Honest, Jus B-Courageous instead of giving in to peer pressure, Jus B-Polite instead of letting anger dictate your behavior. Jus B-Determined to make the right choice.

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### **NOTICE OF INCORPORATION**

Notice is given that articles of incorporation that will incorporate The Jacob D. Bullock Foundation, Inc. have been delivered to the Secretary of State for filing in accordance with the State of Georgia Business Corporation Code. The initial registered office of the corporation is located at 7851 Old Morrow Road, Jonesboro, GA 30236 and its initial registered agent at such address is United States Corporation Agents, Inc.

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