



NEWS

**For Immediate Release
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Local Kansas City Non-Profit Featured in People Magazine Today

KANSAS CITY, MO (October 10, 2013) — The HALO Foundation may be the best kept secret in Kansas City, where the non-profit is headquartered, but the national media has once again placed the spotlight on this tiny non-profit with huge passion. Featured in 2011 on the “American Spirit” segment of CBS Evening News (Jan. 26, 2011), HALO captured the hearts of many spreading the news about its international purpose of Helping Art Liberate Orphans. Today, **People.com** has another national story about HALO and the great work they do — domestically and internationally — in the “Heroes Among Us” segment (Oct. 10, 2013).

The story centers around Rebecca Welsh, HALO’s Founder and CVO, and chronicles her journey as a burning passion for helping one child ignites into a global non-profit serving more than 1,000 youth in 11 orphanages, two domestic centers in the Midwest, and outreach in three major cities — Portland, Los Angeles and New York City.

“We are thrilled about the national coverage we have received and continue to receive,” said Welsh. “It makes such an impact on our youth and our programs. I look forward to forming the same relationships with local media in the cities where HALO has Learning Centers and outreach programs.”

Recently featured on the front page of the Kansas City Star, HALO is recognized most among the people who champion the cause — individuals who spread the word about the organization because they have either volunteered, known someone who has volunteered or supports one of the many programs HALO provides for homeless and at-risk youth.

To learn more about this small non-profit comprised of four full-time and two part-time staff, five U.S. branch volunteers, two volunteer advocacy group leaders, a 14-person U.S. ambassador board (all volunteer), and five International ambassadors serving a two year commitment abroad as HALO’s eyes and ears in the organization-supported orphanages (working for a monthly stipend), visit www.haloworldwide.org. Or, be one of the 12.3 million viewers who will log onto People.com’s website and read all about The HALO Foundation today: <http://www.people.com/people/mobile/article/0,,20742903,00.html>.

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About The HALO Foundation

The HALO Foundation empowers youth in the greatest need to become contributing members of their communities. We are a volunteer-driven, grassroots non-profit with more than 80 percent of donations going directly to programs. Internationally, HALO supports 11 orphanages and programs in Uganda, Kenya, Mexico, India, and Nicaragua. This includes providing food, water, shelter, clothing, education, art therapy, caretakers, and vocational training or college for youth in the greatest need. Domestically, HALO supports future-focused programming for at-risk youth to help them set tangible goals for becoming contributing members of their communities. HALO currently has HALO Centers in Kansas City, and Jefferson City, Missouri, and programming in New York, Portland and Los Angeles. HALO serves more than 1,000 youth each year.

About People Magazine

People (originally called People Weekly) is a weekly American magazine of celebrity and human-interest stories, published by Time Inc. With a readership of 46.6 million adults, People has the largest audience of any American magazine. People had \$997 million in advertising revenue in 2011, the highest advertising revenue of any American magazine. In 2006, it had a circulation of 3.75 million and revenue expected to top \$1.5 billion. People.com reaches 12.3 million unique users a month and 1 billion monthly pages are viewed on average.

If interested in scheduling an interview with HALO Founder Rebecca Welsh or another HALO representative, please contact Nicole Gerken at 913.548.8875 or nicolegerken@haloworldwide.org.

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