



## **MEDIA ADVISORY**

For more information, contact:  
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The Golden Rule Foundation  
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### **FOR IMMEDIATE RELEASE:**

## **2007-2008 Florida State Schools of Character Awards**

*Winners to be recognized at UCF's Rosen College of Hospitality Management*

### **WHAT:**

The Golden Rule Foundation (TGRF), working closely in collaboration with Laboratory Corporation of America (LabCorp), WFTV9-Family Connection, the Character Education Partners group, and community leaders throughout the state, will announce the results of the second annual State Schools of Character Award competition. Two Florida schools will advance as national finalists to the national competition, for a chance to win the \$20,000 National School of Character Award.

The Golden Rule Foundation is Florida's sponsor of the prestigious award that recognizes schools or districts that **demonstrate outstanding character education initiatives and promote "promising practices" that educators can use to incorporate character education into classes across the curriculum. State Schools of Character are places that embrace the importance of character development during our children's school years.**

TGRF's Character Education Partners, led by their newest member, LabCorp, and receiving additional support from a very special group of members from the 1972 Undefeated Miami Dolphins, will be in attendance for the second year to be part of this unique celebration for those who believe in the impact that character education has on the lives of our youth. A new slogan, "Healthy Kids, Healthy Character....building strong bodies and kind hearts," brands the new collaboration between TGRF and LabCorp, to raise funds and visibility for The Golden Rule Foundation and its partners.

"Building strong bodies and kind hearts are equally important elements in planning for the complete wellness of our children," said Henry Vales, executive director of The Golden Rule Foundation. "With WFTV 9 Family Connection working hard as our media sponsor and under LabCorp's leadership and generous support, we will be able to increase the number of our programs in the schools and communities across the state of Florida and grow exponentially. We are truly delighted that history's team of character, the 1972 undefeated Miami Dolphins, are standing behind us in fostering the importance of character development in our youth," added Vales. To register for the tournament and/or learn more about TGRF, visit [www.DoUntoOthers.net](http://www.DoUntoOthers.net).

**WHERE:**

UCF's Rosen College of Hospitality Management – 9907 Universal Boulevard, Orlando, Fla.  
32819 (407) 903-8000

**WHEN:**

Wednesday, May 21, 2008

11 a.m. – 2pm. Luncheon is at 11am, followed by ceremony.

**MEDIA OPPORTUNITIES: Please contact WFTV-9 – Cindy Potter**

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***About LabCorp®***

Laboratory Corporation of America® Holdings, a S&P 500 company, is a pioneer in commercializing new diagnostic technologies and the first in its industry to embrace genomic testing. With annual revenues of \$3.3 billion in 2005, approximately 24,000 employees nationwide and more than 220,000 clients, LabCorp offers clinical assays ranging from routine blood analyses to HIV and genomic testing. LabCorp combines its expertise in innovative clinical testing technology with its Centers of Excellence: The Center for Molecular Biology and Pathology in Research Triangle Park, N.C.; National Genetics Institute Inc. in Los Angeles, Calif.; ViroMed Laboratories Inc., based in Minneapolis, Minn.; The Center for Esoteric Testing in Burlington, N.C.; DIANON Systems Inc., based in Stratford, Conn.; US LABS, based in Irvine, Calif.; and Esoterix and its Colorado Coagulation, Endocrine Sciences, and Cytometry Associates laboratories. LabCorp clients include physicians, government agencies, managed care organizations, hospitals, clinical labs and pharmaceutical companies. To learn more about our growing organization, visit our Web site at [www.labcorp.com](http://www.labcorp.com).

***About The Golden Rule Foundation***

The Golden Rule Foundation, based in Maitland, Fla., and established in 1999, is a non-profit agency dedicated to helping school children build character to better themselves and the world around them through service learning projects that enhance academic achievement, self-esteem and the value of community involvement. The Foundation's educational grants fund projects that give school children the chance to apply their class work to real-life situations; to celebrate positive traits, including diligence, honesty, respect and responsibility; and to experience the joy of accomplishment and belonging that comes from giving to others. For more information, please visit [www.DoUntoOthers.net](http://www.DoUntoOthers.net).

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