

Art Buddies

Creative mentors helping kids build dreams.



For Immediate Release

The Purpose Prize

for Americans leading with experience

SUE CROLICK Recognized as Purpose Prize Fellow for Americans Over Age 60 Inventing New Ways to Meet Society's Greatest Challenges

*Inaugural Summit at Stanford Graduate School of Business Showcased Role of Experience in
Creating Innovative, Lasting Change*

Civic Ventures, a think tank and program incubator helping society achieve the greatest return on experience, has designated **Sue Crolick as one of its inaugural Purpose Prize Fellows**, a major new initiative to invest in Americans over 60 who are leading a new age of social innovation. Sue also participated last week (September 7-9, 2006) in the first-ever "Purpose Prize Innovation Summit" at Stanford University.

Cosponsored by Civic Ventures and the Stanford Graduate School of Business' Center on Social Innovation, one of the world's leading academic centers focused on social entrepreneurship, the summit showcased how Fellows are using their experience and skills to solve long-standing problems. **Sue Crolick founded Creatives for Causes and its Art Buddies program in 1994. Art Buddies pairs low-income kids with professional creative mentors from advertising, design and architecture.**

"It's conventional wisdom that young people drive entrepreneurialism and innovation, but The Purpose Prize Fellows turn that outdated notion on its head," said Marc Freedman, founder and President of Civic Ventures. "These inspiring men and women illustrate an emerging trend in our society, as millions of aging Americans turn their experience and passion for change into meaningful work in the second half of life."

Purpose Prize Fellows are selected each year from the top candidates for The Purpose Prize, a program that awards five \$100,000 prizes and ten \$10,000 prizes to people over the age of 60 who are tackling the toughest problems in their communities and the country. The Fellowship program and the Innovation Summit supports these innovators, helps them develop their capacity, links them with funders and venture philanthropists, and seeks to combine these individual efforts into a wave of social innovation that could transform America.

"Today's boomers and older Americans are an extraordinary pool of social and human capital that – with the right investment – could yield unprecedented returns for society," said Freedman. "Instead of being a lifetime achievement award, The Purpose Prize is an investment in what these amazing individuals will do *next* to solve important problems."

About Civic Ventures

Civic Ventures is a think tank and program incubator, working to help society achieve the greatest return on experience. To learn more, visit www.CivicVentures.org. For more information about The Purpose Prize and the winners, visit www.LeadWithExperience.org.