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For immediate release

notMYkid Founders named SVP Arizona's Social Entrepreneurs of the Year.

Phoenix – Debbie and Steve Moak, the founders of local non-profit notMYkid, were honored at the Social Venture Partners Arizona (“SVP Arizona”) Spring Partner Event as the 2010 Social Entrepreneurs of the Year. This is the fifth year that SVP Arizona has presented its Social Entrepreneur of the Year Award at their annual spring meeting. Past recipients include Eddie and Nadine Basha, Jerry Hirsch, Jim and Jo-Ann Armstrong, and John Whiteman.

“Social Venture Partners Arizona has been at the forefront of Arizona’s charitable efforts for the past decade. Debbie and I are honored to be recognized by such an esteemed organization. Through our work with notMYkid, Debbie and I have endeavored to affect positive change for youth in our community,” said Steve Moak, founder of notMYkid.

Jerry Hirsch, Founder of SVP Arizona, commented, saying, “Steve and Debbie have been dedicated to serving the community and steadfast in their values, leadership and hard work on behalf of others. I can think of no one in our community more deserving of recognition for their tireless devotion to inspiring positive life choices for our youth.”

notMYkid was started in 2000 by Debbie and Steve Moak. The non-profit organization was born out of the real life experience of a family dealing with substance abuse with their teenage son. There was a deep desire on the part of the Moaks to share their story so that other families would not have to go through a similar experience without support and resources. As they walked through the difficult and dark days of addiction, intervention and recovery, they found that sharing their story was both therapeutic for them and helpful to others in need.

Today, notMYkid is in all 50 states and has been approved in almost 200 schools in Arizona. In an effort to promote the message of prevention notMYkid educates adults on the same addictions and destructive behaviors. The organization’s goal is to increase awareness of the challenges kids face, provide information and offer resources to support the success of students, families and educators. For more information about notMYkid please visit www.notMYkid.org or contact Jill Woods at 602-652-0163.

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