



C-town Spirit and Entrepreneurship Education Foundation™

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FOR IMMEDIATE RELEASE

**Charlestown High School Students Form Non-Profit Business
C-town Spirit™ Provides for Hands-on Entrepreneurship Learning**

Charlestown, MA — Students of Charlestown High School’s Entrepreneurship class have been given a rare opportunity to create their own version of the old school store. Their mission is to improve school spirit while learning entrepreneurship in a hands-on way. The business, incorporated as C-town Spirit and Entrepreneurship Education Foundation, Inc, was officially launched on December 28th, 2006 and is now fully operated by 12th grade students. Sponsorship of this unique program is being offered through Vitale Caturano & Company, a prominent Boston CPA and Business Consulting Firm based in Charlestown, and Henderson Associates Inc, a full-service promotional products company.

The focus of the business is to have students of Charlestown High School design and sell a line of promotional products within the community and then donate their profits to support school spirit through events, give-aways, and scholarships. Already, in their first few months of operation, they have sold C-town H²O water bottles to address a lack of access to cups at the water coolers in the school. They have also designed and produced a t-shirt for their first large customer, the National Foundation for Teaching Entrepreneurship (NFTE). The t-shirt was distributed at a recent business conference.

“These milestones were the result of six months of planning by students, teachers, and business professionals dedicated to taking high school entrepreneurship education to the next level. C-town Spirit™ is being run by 12th grade students enrolled in Entrepreneurship II,” said Lama Jarudi, Charlestown High teacher and program founder. “The majority of them have previously been taught how to write individual business plans during their 11th grade Entrepreneurship I course, sponsored by the National Foundation for Teaching Entrepreneurship (NFTE). Now, as seniors in C-town Spirit™, these students are learning to operate a real business as a team and under the same pressures that any other business might encounter.”

The business, which started as C-Town Gear™, was conceived as a senior class project in 2004. It was originally modeled after the Babson first year curriculum, whereby students receive seed money from



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Babson and operate their own small business under the supervision of a professor. The students in the class of 2004, especially CEOs Vincent Rogers and Kenisha Jackson, combined their passion for urban clothing and school spirit to create a school clothing line. In 2004, C-town Gear™ sold men's and women's t-shirts and drawstring bags. With support from businesses in the Charlestown community, including Charlestown MGH and Citizens Bank, C-town Gear™ also set a tradition of distributing a free Spirit Shirt to all the graduating seniors. The Class of 2004 started making an impact.

Now, the Class of 2007 will be taking it to the next level. The business was resurrected and developed into a NFTE business plan by Charlestown High student Mavrick Afonso in 2006. C-Town Gear™, the clothing line, then became a fundraising division of C-Town Spirit™, and the students made a decision to pursue non-profit status. On December 21st 2006, C-town Spirit and Entrepreneurship Education Foundation, Inc. became a Massachusetts non-profit. The organization is currently in the process of filing for its federal non-profit status under section 501(c)3 of the IRS Code. Students, meanwhile, have interviewed and been assigned to positions such as President, Director of Sales, Director of Administration, Controller, and Graphic Designer. These students will train their successors when the Class of 2008 takes over the business operations next year.

The business purpose was always to generate school spirit in a public school where graduating seniors, who are often the first in their families to graduate high school or go to college, were given diplomas and an opportunity to walk the stage—but little else in the way of celebration. The students in C-town Spirit™ hope to support school activities such as pep rallies, dances, a music program, performances, field days, dress-up days, a graduation party or senior banquet. This year, they will choose to sponsor one school event in the spring. They will also distribute a calendar and t-shirt at graduation, and give a scholarship to a graduating senior. In the long term, the students want to get involved in the Charlestown community by one day giving to local organizations such as the Charlestown Boys' and Girls' Club.

C-town Spirit™ has a Board of Directors consisting of business professionals who will advise and supervise student activities. The students will receive job training from Bain & Company, which is donating time. C-town Spirit™ has also formed partnerships and received generous support from Vitale Caturano and Company and Henderson Associates. While this endeavor, like any new organization, will take time to mature, it will always be run by the students. While improving their school, their goal is to learn entrepreneurship and to run this business according to corporate standards. This is not just your school store anymore....

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