



News Release

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CEO Executive Director Addresses Local and National Millennial Civic Leaders on Social Innovation

New York, New York – On Nov. 11, The Center for Economic Opportunity Executive Director Veronica White will address Millennial civic entrepreneurs and leaders from across the country on the importance of innovation to solve social problems. As the keynote speaker for Mobilize.org's Millennial Leadership Summit dinner at the Macaulay Honors College at CUNY, White will discuss the significance of supporting Millennial-led startups and the role of education in improving the national and global economy.

"Veronica's accomplishments and dedication to advancing civic engagement and reducing poverty makes her an unrivaled expert in the field," Mobilize.org CEO Maya Enista Smith said. "Participants will learn from her how to successfully navigate the intersection between public and private sector partnerships to improve peoples' lives."

Under White's direction, CEO launched over 50 new and evidence-based programs, including Opportunity NYC, the nation's first conditional cash transfer program. CEO also developed an alternative to the federal poverty measure, which paved the way for the Census Bureau's recent release of a Supplemental Poverty Measure.

Prior to her appointment as executive director, White was a consultant specializing in strategic business planning and management for non-profits, real estate development and environmental issues, and public-private partnerships. She has served in various executive positions, including Chief Operating Officer of the New York City Partnership and President and CEO of the New York City Housing Partnership.

Participants in Mobilize.org's two-day Millennial Leadership Summit will engage in dialogue with local and national civic leaders in the social entrepreneurship and civic engagement fields and discover leadership development and training opportunities on community organizing, communications/media, fundraising and strategic partnerships.

Sponsors for the Mobilize.org Millennial Leadership Summit include American Express, the Peter G. Peterson Foundation, Bill & Melinda Gates Foundation, John S. and James L. Knight Foundation, Lumina Foundation, Laurie M. Tisch Illumination Fund and The New Community College at CUNY.

For more information about the summit and a complete schedule of events, please visit www.mobilize.org/nycsummit.

About The Center for Economic Opportunity

The Center for Economic Opportunity (CEO) was established by Mayor Bloomberg in 2006 to implement innovative ways to reduce poverty in New York City. Supported by a combination of public and private funds, CEO works with City agencies to design and implement evidence-based initiatives aimed at poverty reduction. CEO is overseeing the implementation and evaluation of the City's new Young Men's Initiative programs and is now working to replicate five of its most promising programs in New York and cities across the country through the federal Social Innovation Fund. For more information, visit www.nyc.gov/ceo.

About Mobilize.org

Mobilize.org empowers and invests in Millennials to create and implement solutions to social problems. Utilizing technology and social networking to connect Millennials on and offline, Mobilize.org convenes Millennials from around the country to discuss issues impacting the Millennial Generation and to develop sustainable solutions to address them.

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