

# News Release



## Don't Die Young

A Community Service Initiative of  
True Heart Children and Family

### True Heart Children and Family

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FOR IMMEDIATE RELEASE

### **DON'T DIE YOUNG INITIATIVE SERVES AS A BRAND PROMOTING FAITH IN YOUTH**

*NEW* marketing-based initiative designed to galvanize youth, families, and the community

**Baltimore, MD** – True Heart Children and Family is a small business that is launching their first community service initiative focused on addressing youth violence. Don't Die Young is a marketing-based youth development initiative designed to address youth violence by focusing on the needs of young people by promoting information, insights, programs/services that support youth development. As a brand built around galvanizing the community, community partnerships is an integral part of establishing and building the Don't Die Young brand. Although Don't Die Young will support male and female youth of all backgrounds who are at-risk of being impacted by youth violence, there is a committed focus on serving boys and young men of color to address the disproportionate negative outcomes they experience.

Don't Die Young has recently launched its website – [dontdieyoungcares.com](http://dontdieyoungcares.com), featuring a youth and a professional portal. The youth portal brings together inspirational guidance, features and an outlet for youth to lift their voices. The professional portal offers public and private community-based organizations (CBO's) with online resources to support their communications and connections related to youth development. The central theme of [dontdieyoungcares.com](http://dontdieyoungcares.com) is a faith that youth were created on purpose for a purpose. Don't Die Young stands on its position that as a community we must encourage youth to explore their true life's purpose while caring adults work to address the environmental conditions that sabotage their overall wellness.

True Heart's next effort is a youth and family resource guide that will be available on [dontdieyoungcares.com](http://dontdieyoungcares.com) when launched. CBO's serving youth and their families are invited to advertise their programs and services – at no cost. To advertise for FREE, CBO's are invited to visit the website for instructions.

**About True Heart** ([trueheartfamily.org](http://trueheartfamily.org)): True Heart is a children and family services agency established to provide in-home and community-based services to children, youth and families in need of support. Established on principles of hope and encouragement, True Heart believes in the idea of transformation, healing and recovery and we are committed to serving in a capacity that supports healthy families and communities.

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