



NEWS RELEASE
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New York City Skyline Will Shine for Afterschool

Empire State Building to Be Lit in Yellow for National Lights On Afterschool Rally on October 23

On the evening of October 23, for the eighth year in a row, the iconic Empire State Building will be lit up in yellow to celebrate *Lights On Afterschool*, the only nationwide rally for afterschool programs. The 15th annual *Lights On Afterschool* is organized by the Afterschool Alliance, and students, parents, educators, community leaders, policy makers and others at some 8,000 sites nationwide and at U.S. military bases worldwide are expected to participate.

Lights On Afterschool rallies and celebrations give youth a chance to showcase the skills they learn and talents they develop at their afterschool programs, and to send the message that millions more children and youth need quality afterschool programs. On and around October 23, at schools, community centers, fairgrounds, science and art museums, parks, malls, state capitols and other venues, more than a million people will come together to celebrate the many ways afterschool programs keep kids, safe inspire them to learn and help working families.

“We are truly honored to have the Empire State Building – a proud national landmark – as a partner for *Lights On Afterschool* for the eighth year in a row,” said Afterschool Alliance Executive Director Jodi Grant. “Every day, afterschool programs keep the lights on for students, and every October, we honor and celebrate all that they do for children, families, communities and the country. To have the Empire State Building celebrate with us for another year is a tribute to the many ways afterschool programs support learning and expand students’ horizons, as well as to the Empire State Building’s commitment to students and families.”

A large and growing body of evidence demonstrates improvements in attendance, behavior, academic achievement and more among children who participate in afterschool programs. Researchers have also found that afterschool programs encourage increased parental involvement – an important building block for student success.

In advance of *Lights On Afterschool* 2014, the Afterschool Alliance will release new data from the nation’s most comprehensive longitudinal survey of how America’s children are spending their afternoons. “America After 3PM,” a survey of more than 30,000 families, will provide new information on how participation and demand for afterschool have changed over the last decade and how they vary by state, income level, ethnicity, and more. For the first time, “America After 3PM” will include detailed data on STEM (science, technology, education and mathematics) and physical activity in afterschool. The forthcoming “America After 3 PM” report is funded by the Charles Stewart Mott Foundation, the Robert Wood Johnson Foundation, The Wallace

Foundation and the Noyce Foundation, with additional support from the Heinz Endowments, The Robert Bowne Foundation and the Samueli Foundation.

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The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at www.afterschoolalliance.org.