**NON-FOR-PROFIT**

**Chicago Youth Centers**

Chicago Youth Centers (CYC) is Chicago’s largest independent, locally based, multi-site youth services organization. CYC invests in over 5,000 kids in underserved communities in the Chicago region to help them discover and realize their full potential. Vagus oversaw all of the public relations aspects for the organization including spearheading an event with the Chicago Bulls charity organization, the CharitaBulls, with over 300 CYC youths to set an official Guinness World Record for the World’s Largest Assist.

Results:

* Thirty-minute segment on the Mentoring Program covered on WLIT, with placements on FOX-32, Chicago Parent, and Chicago Reporter
* *Winnetka Talk*
* *Pioneer Press*
* *Dowagiac Daily News,*
* *Bridgeport News*
* *TimeOut Chicago*
* *Chicago Parent*
* *Chicago Reporter*
* WLIT-FM
* FOX-TV
* NBC-TV
* Telemundo- TV
* Univision – TV

(insert Bulls logo, photos from event in case study)