

## Two Washington Youth Honored for Volunteerism at National Award Ceremony in Washington, D.C.

**S**uper Bowl MVP Peyton Manning Pays Tribute to Young Heroes as part of Four-Day Recognition Events

Two young Washington residents, Dallas Jessup, 15, of Vancouver and Alexander Jonlin, 13, of Seattle were honored in the nation's capital last night for their outstanding volunteer work during the presentation of The 2007 Prudential Spirit of Community Awards. The two young people – along with 100 other top youth volunteers from across the country – received \$1,000 awards as well as personal congratulations from Indianapolis Colts quarterback and Super Bowl MVP Peyton Manning at the 12th annual award ceremony and gala dinner reception, held at the Smithsonian's National Museum of Natural History.

Dallas and Alexander were named the top high school and middle level youth volunteers in Washington last February. In addition to their cash awards, they received engraved silver medallions and an all-expense-paid trip with their parents to Washington, D.C., for this week's recognition events.

Conducted in partnership with the National Association of Secondary School Principals (NASSP), The Prudential Spirit of Community Awards were created 12 years ago by Prudential Financial, Inc. to encourage youth volunteerism and to identify and reward young role models. Since then, the program has honored more than 75,000 young volunteers at the local, state and national level.

"Dallas and Alexander have demonstrated a level of compassion, dedication and achievement that is truly exceptional," said Arthur F. Ryan, Chairman and CEO of Prudential Financial, Inc. "We are proud to give them the recognition they so richly deserve, and hope that their example will inspire other young people to become actively involved in their own communities."

Dallas, a sophomore at St. Mary's Academy in Portland, Ore., co-wrote and starred in a 45-minute film entitled "Just Yell Fire," to teach teen girls how to fight off attackers. She got the idea after seeing television news reports about the abduction of a Florida girl, who

was later killed. That tragedy made Dallas, who has a black belt in Tae Kwon Do, realize that not every girl knows how to defend herself. "I found there is almost no information for teen girls to get away from bad situations," she said. "All self-defense techniques either involve years of martial arts or they are designed for adults."

Dallas enlisted the help of her martial arts coach to develop some simple self-defense techniques. "We came up with eye gouges, biting, ear pulling, groin slapping and a few other easy-to-do strategies that a 100-pound girl could use to get away from a 250-pound attacker," she explained. She decided the best way to communicate these strategies would be to make a video. She drafted a script with a friend and a script-writing teacher at a local college, who contacted a director. The project then snowballed into a major production with a professional crew and a 100-member cast including actors from the television show "Lost."

With donated locations, props, meals, make-up and other resources  
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# **BUSINESS WIRE**

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worth more than \$500,000, the film was shot in five days and debuted soon after at [www.justyellfire.com](http://www.justyellfire.com). Dallas' Web site has had more than 2 million "hits," over 100,000 girls have downloaded the film, and messages of thanks and praise have arrived from teens, parents, police agencies and violence shelters in 50 states and 34 foreign countries. Dallas also has promoted her film in the national media and on a speaking tour of schools. "The ultimate impact I hope for is that predators will be put out of business, and women all over the world can go anywhere without the fear that someone more powerful will hurt them," said Dallas. ■