

ReZoom.com users choose Hyde Square Task Force as the only “A Better World” finalist from Boston!

It has been called everything from “American Idol for Charities” to the “most compelling and fun philanthropic program created for non-profits.”

ReZoom.com, a leading authority on baby boomers, is building A Better World.

Boston’s own Hyde Square Task Force (HSTF), a nationally-recognized youth and community development organization, is eligible to win \$100,000 from ReZoom.com based on the number of people who visit the ReZoom website every day and click!

This spring, HSTF was part of the first round of voting on the site and emerged as the regional winner, for which the organization was awarded \$5,000 and a chance to compete for the grand prize along with 21 other regional winners across the country.

Long reliant on collaborators for space to run its award-winning youth and community development programs, HSTF will be moving to the Cheverus Building (part of the former Blessed Sacrament campus) this summer. This move will make room for HSTF’s programs to grow and serve more youth than ever before. Winning the national award from ReZoom would finance this move leaving more resources for the dance, fitness, music, literacy and leadership development activities that will take place there.

The voting period runs July 9, 2007 through August 10, 2007. People can vote once a day for Hyde Square Task Force by going to: www.rezoom.com

To receive an email notice when the voting opens for the national prize, visit <http://www.rezoom.com/ABETTERWORLD>.

ReZoom.com, a new digital media and entertainment company providing lifestyle information and services to the 77 million boomers who are in the middle of their lives, launched “**A Better World Awards Program**” to pay tribute to local charities across the country that have positively impacted their communities. It is the belief of ReZoom.com that one of the best ways to make the world a better place is to recognize and support those organizations that make it their mission to make a difference on a daily basis.

ReZoom.com asked its constituents to take a few minutes out of their personal lives to tell a story – the story of how a favorite local charity is helping us all. Over 5,000 charities were nominated and over 10,000 stories were received. Through a combination of public voting and judging, 21 Regional charity winners have just been announced. Each of these charities has received a \$5,000 cash award and will now have the opportunity to

compete for a \$100,000 national award. In total, ReZoom.com is underwriting this \$200,000 endeavor.

For a complete listing of Regional Award Winners, go to:

<http://www.rezoom.com/ABETTERWORLD/>

According to ReZoom.com President, Gary Glover, “ReZoom.com is a website, member organization and national magazine designed to redefine life for an ageless generation. We have met our career goals, our children are leaving home and we’re now redefining the second half of our lives by transforming our success into significance. ReZoom believes that this stage of our lives is an ideal time to become more aware of our communities’ larger needs and then becoming committed to making a difference through direct involvement.”

The mission of the Hyde Square Task Force is to create a safe, clean and friendly neighborhood in Hyde/Jackson Square, a neighborhood that places its priority on young people. We strive to develop the skills of youth and their families so that they are empowered to enhance their own lives and build a stronger urban community. All of our programs are developed by residents in response to community needs. Over the past 16 years, the Task Force has developed on-going programs for youth and families that not only help them advance at school and in careers, but also help create positive relations and opportunities to take pride and action in our community.

For further information on the Hyde Square Task Force, please contact:

Paul Trunnell

paul@hydesquare.org

617.524.8303

For further information regarding the “A Better World” program,
please contact:

Connie Baer

Connie.Baer@rezoom.com

615.210.7908