

# News Release

## FOR IMMEDIATE RELEASE

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### **PricewaterhouseCoopers Launches Impact Program for Talented African-American High School Juniors; Initiative Advances Firm's Commitment to Developing Future Leaders**

*Students Gain Help Navigating College Planning and Admission Process;  
Dr. Thomas A. Eppley, Jr. Retained to Develop and Administer Curriculum*

**NEW YORK**, May 29, 2008 – PricewaterhouseCoopers has launched a unique educational community initiative to benefit academically talented African-American high school juniors. Called "Impact," the distinctive program is part of a broader commitment by PricewaterhouseCoopers to Corporate Responsibility and a focused community outreach effort to develop the next generation of leaders. Impact helps participants broaden their educational horizons and opportunities by nurturing talented students to achieve admission into some of the premier colleges and universities in the country.

Impact helps participants navigate the college planning and application process through monthly workshops, dedicated professional mentors and access to tools and strategies that will broaden their education and career choices.

PricewaterhouseCoopers recently welcomed 56 "Impact Scholars," from New York City and Washington, D.C. to the program's inaugural class. The Impact Scholars, many of whom will be the first generation of their families to attend college, have accomplished academic backgrounds, strong standardized test scores and demonstrated leadership skills. Extra curricular activity participation, essay responses and in-person interviews are considered in the selection process.

PricewaterhouseCoopers began the program this year in the New York City and Washington, D.C. metro areas, but will expand it to other cities in future years. For more information about the Impact program, visit: [www.pwc.com/impact](http://www.pwc.com/impact).

"Impact accelerates the introduction of diverse talent into leadership networks," said Roy Weathers, chief diversity officer for PricewaterhouseCoopers. "By exposing young people to information, career role models and mentors, we believe we can play a critical role in their development and create future talent for the marketplace."

The curriculum was developed in conjunction with renowned teacher, administrator and advisor, Dr. Thomas A. Eppley, Jr., whom PricewaterhouseCoopers has retained to help develop the curriculum and lead the workshops. Leveraging his robust educational background, broad leadership networks and passion for enriching and advancing the lives of minority students, Dr. Eppley brings a wealth of relevant and unique experience to the Impact program.

Dr. Eppley is the former executive director, founder of, and ongoing advisor to the Arkansas Commitment, a nonprofit program created by central Arkansas civic and corporate leaders with area school districts. The program identifies academically talented African-American high school students and assists them with acquiring the necessary knowledge, skills and professional experience necessary for effective community leadership.

Recognizing the importance of role models and their influence on young people, each scholar is paired with a PricewaterhouseCoopers professional to serve as his or her mentor. The mentors, a diverse group of high performers, assist students throughout the college and career planning workshops and serve as experienced resources to whom the students can turn for guidance and assistance.

Impact is part of a broader commitment by PricewaterhouseCoopers to motivate, educate and help develop the next generation of future leaders. The firm's third annual Month of Community Service, which will support the development of children through partners and staff volunteering at schools and youth organizations, will take place in June. In 2007, the firm's efforts helped an estimated 38,000 children. During the past two years, PricewaterhouseCoopers has contributed nearly 140,000 volunteer hours to nearly 400 community service projects nationwide.

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