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FOR IMMEDIATE RELEASE

Giving Life to the Dream: One Young Woman's Journey to Inspire a Social Revolution

New York, NY, January 1, 2011—On January 15th, the commemoration of Martin Luther King's birthday one young woman from NY will be honoring Dr. King by helping young adults find their passion, strengths, and purpose at the Boys and Girls High School in Brooklyn, NY. Syreeta Gates, who was honored as Glamour Magazines Top 20 under 25 in November, has committed her time to aiding young people in developing community service projects to help them address social justice issues in their neighborhoods through her nonprofit organization Service we Trust Life (SWT Life).

When most young adults were heading away to college Syreeta took a risk and went a different route and instead launched SWT Life in 2006 at the tender age of 18 with the goal of promoting service and awareness of social justice issues to young adults in her community. Today, Syreeta is studying in the CUNY Bachelors program that has given her the flexibility to create her own major as she pursues her passion.

The January 15th event will go from 9:00 AM to 4:30 PM and will be a launching pad for a new initiative developed by the SWT Life for young people to take a journey to find their purpose in life. Conversations, the name of the pilot program, will be introduce to the young adults is a three month challenge to aid them in stretching their imaginations, skill sets, and belief in themselves. The young adults will have the support of one on one coaching along with training and workshops facilitated by special guests. The celebration on January 15th will lay the groundwork for the pilot program they will be participating in.

The SWT Life is dedicated to investing in youth potential. The company maximizes the likelihood of success for young innovators by providing entrepreneurial coaching, personal development training, and exposure to successes in arts, entertainment and business. As a news source, incubator for and purveyor of urban youth culture, it is poised to be the most influential brand for the millennial generation.

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If you would like more information about this event or to schedule an interview please contact Syreeta Gates at convo@SWTLife.com or call (347)994-0718.