



**ABC FAMILY'S "LINCOLN HEIGHTS" JOINS FORCES
WITH BOYS & GIRLS CLUBS OF AMERICA TO INSPIRE
SOCIAL ACTIVISM IN COMMUNITIES ACROSS THE COUNTRY**

**The Campaign Will Be Integrated Across All Network Platforms, Including On-Air
Through Series Storyline and PSAs, as Well as on ABCFamily.com**

Network's Hit Series Will Return with 10 New Episodes This Summer

New York, NY (April 7, 2009) – ABC Family's critically acclaimed and NAACP Image Award-winning drama, "Lincoln Heights," will partner with Boys & Girls Clubs of America on a new social campaign, ABC Family President Paul Lee announced today. The campaign will be integrated across all network platforms, including on-air through a series storyline and public service announcements, as well as on ABCFamily.com. "Lincoln Heights," the only African-American family drama on television (broadcast or cable), begins its 4th season on Tuesday, August 4 at 9:00 PM ET/PT with 10 all-new episodes.

"We're so excited to be partnering with Boys & Girls Clubs of America on this important social initiative," said Lee. "We know that our Millennial audience has an inherent sense of hope and community, so to be able to help spread the message about the importance of giving back through an ongoing Boys & Girls Clubs storyline on 'Lincoln Heights' was a natural fit for us."

"We are grateful to ABC Family for this opportunity to increase awareness for Boys & Girls Clubs through the award-winning show 'Lincoln Heights,'" said BGCA President/CEO Roxanne Spillett. "The show's focus on the importance of 'giving back' is critically important to our Clubs given the current difficult economic environment, when the programs and activities offered are needed more than ever."

Boys & Girls Clubs will be seamlessly weaved into this season's "Lincoln Heights" storyline, as the Sutton's teen daughter, Lizzie, volunteers with the organization. The network will also support the partnership with a series of on-air public service announcements featuring "Lincoln Heights" cast members inspiring viewers to become more active within their own community, a central message echoed within the series. There will also be an online component at ABCFamily.com.

The initiative kicked off this past weekend on April 4th in Atlanta as series star Erica Hubbard, who portrays fan favorite Cassie, participated in the 42nd Annual National Keystone Conference attended by over 1,600 teens from across the country. Erica spoke about leadership and pursuing her dreams, inspiring other young people to greatness. Various cast members will also attend upcoming events for the organization.

"Lincoln Heights" follows the lives of the Sutton family led by Eddie, an ambitious police officer, who moved his wife and three kids to the inner-city neighborhood where he was raised, with hopes of cleaning it up and making a difference. "Lincoln Heights" stars Russell Hornsby as Eddie Sutton, Nicki Micheaux as Jenn Sutton, Erica Hubbard as Cassie Sutton, Mishon Ratliff as Tay Sutton, Rhyon Brown as Lizzie Sutton and Robert Adamson as Charles. Kathleen McGhee-Anderson ("Soul Food") serves as executive producer.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (www.bgca.org) has helped kids "Be Great," providing hope and opportunity for those who need it most. Today more than 4,300 Clubs serve some 4.8 million young people through Club membership and community outreach. Known as The Positive Place for Kids, Boys & Girls Clubs can be found throughout the country and on U.S. military bases worldwide, providing young people 6-18 years old with guidance-oriented character development programs conducted by trained, professional staff. Clubs positively impact lives and help young people reach their full potential as productive, caring citizens. Key programs emphasize leadership development; education and career exploration; community service; technology training; financial literacy; health and life skills; the arts; sports, fitness and recreation; and family outreach. In a recent Harris Survey of Club alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta.

About ABC Family

Part of the Disney-ABC Television Group, ABC Family is distributed in over 97 million homes. ABC Family features programming reflecting today's families, entertaining and connecting with adults through relevant stories about today's relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family's programming is a mix of network defining original series and original movies, quality acquired series and blockbuster theatricals. ABC Family is also the destination for annual Holiday events with "13 Nights of Halloween" and "25 Days of Christmas!" ABC Family. A New Kind of Family.

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For More Information on ABC Family, go to www.abcfamilymedianet.com

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