

FOR IMMEDIATE RELEASE

BORN THIS WAY FOUNDATION
· EMPOWERING YOUTH · INSPIRING BRAVERY ·



**TRILOGY PARTNERS WITH
LADY GAGA'S BORN BRAVE BUS TOUR
IN CHICAGO, IL**

**Sign-up TODAY at the [Born This Way Foundation website](#) to experience the
Born Brave Bus Tour**



Fans meet Lady Gaga outside of her Born Brave Tour bus area (Photo by Kevin Casey/WireImage)



Born Brave Tour bus (Photo by Kevin Casey/WireImage)

Chicago, IL (January 24, 2013) – Covered in fan-generated artwork, the Born Brave Bus is currently headed to Chicago, IL as part of Lady Gaga's U.S. Born This Way Ball tour. In an effort by Gaga's Born This Way Foundation to inspire bravery and promote self-acceptance, the bus provides an incredible interactive "tailgate" experience that will connect youth with local resources in their communities including behavioral and mental health services, school psychologists, mentoring, volunteer opportunities and bullying and suicide prevention resources.

While counseling will not be provided on site, youth will be directed to local professionals who can provide services to them on an individual basis. Guests are also able to enjoy food, music by Lady Starlight and DJ White Shadow, and fun activities including interactive digital kiosks, games and more. The Born Brave Bus will be open to the general public on the day of each Gaga concert in the United States from 4:00pm to 7:30pm local time, with a one-hour preview window for little monsters with Monster Pit access to that night's concert from 3:00pm to 4:00pm.

The Born Brave Bus will continue to make stops across the country through the end of the Born This Way Ball tour in March. For a full list of stops, visit Lady Gaga's website at www.bornthiswayfoundation.org/bus. Please note that at this time, the Bus will be unable to attend the tour stops in Canada. The Born Brave Bus is open for anyone to attend free of charge, and a ticket to the concert is not required for entry to the Bus experience. While the Born Brave Bus welcomes those of all ages, it is geared toward youth 13-25 and visitors of those ages will have access to an enhanced experience. Pre-register today for the Born Brave Bus experience in your area by visiting: www.bornthiswayfoundation.org. Registration will also be available on-site.

For the tour, BTWF has joined forces with Campus Pride, GLSEN, Hive & YOUmedia, the National Association of School Psychologists, the National Council for Behavioral Health, MENTOR, Mentoring USA, The Trevor Project and YSA (Youth Service America). All across the country YMCAs have been invited to join in the movement and a few examples of participating YMCA's include the Chicago YMCA Metro, the Bronx YMCA and the East Los Angeles YMCA. With Viacom as its lead media partner, the foundation has also partnered with the John D. & Catherine T. MacArthur Foundation, The California Endowment and The Berkman Center at Harvard to explore the best ways to reach youth and create a new culture of kindness, bravery, acceptance and empowerment.

To donate to the BTWF movement, please visit www.bornthiswayfoundation.org. Donations will go toward empowering young people, and addressing the issues of self-confidence, well-being, anti-bullying, mentoring and career development. Together we will change our culture, and create a braver and kinder world.

About The Born This Way Foundation

Led by Lady Gaga and her mother Cynthia Germanotta, Born This Way Foundation was founded in 2011 to foster a more accepting society. The Foundation is dedicated to creating a safe community where individuality is celebrated by connecting youth with the skills, resources and opportunities they need to build a braver, kinder world. BTWF, a non-profit charitable organization, addresses issues like self-confidence, well-being, anti-bullying, mentoring and career development through research, education and advocacy. Please visit www.bornthiswayfoundation.org and join the youth-powered movement to build a braver, kinder world.

About Campus Pride

[Campus Pride](http://CampusPride.org) is the leading national collegiate organization serving universities, campus groups and student leaders, helping them commit to, create and maintain safer college environments for LGBT students. The organization coordinates the nation's largest student-driven network focused

on developing campus policies, practices and programs to support LGBT and ally students across the United States.

About GLSEN

[GLSEN](#) is the leading national education organization focused on ensuring safe schools for all students. Established in 1990, GLSEN envisions a world in which every child learns to respect and accept all people, regardless of sexual orientation or gender identity/expression. GLSEN seeks to develop school climates where difference is valued for the positive contribution it makes to creating a more vibrant and diverse community. For information on GLSEN's research, educational resources, public policy advocacy, student organizing programs and educator training initiatives, visit www.glsen.org.

About Hive

[Hive](#) is a network of civic and cultural institutions dedicated to transforming the learning landscape by creating opportunities for youth to explore their interests through connected learning experiences.

About the National Association of School Psychologists ([NASP](#))

School psychologists work with parents, educators, and community providers to create safe, supportive schools, promote students' academic success, and support their healthy behavior and development. NASP empowers school psychologists and works with allied professionals, child/youth advocates, and policymakers to advance effective practices that improve students' learning, behavior, and mental health.

About The National Council for Behavioral Health

[The National Council for Behavioral Health](#) is the nation's leading mental health and addiction organization representing 2,000 organizations across the US that serve some of the most vulnerable adults and children with mental illness and addiction disorders. The National Council coordinates the Mental Health First Aid (MHFA) program across the US that has taught approximately 80,000 Americans how to recognize and respond appropriately to people in need. In 2013 MHFA will focus on outreach to those who work with youth.

About MENTOR

[MENTOR: The National Mentoring Partnership](#) is the unifying champion for expanding quality youth mentoring relationships in the United States. MENTOR's goal is to help young people by providing a public voice, developing and delivering resources to mentoring programs nationwide, and promoting quality for mentoring through standards, cutting-edge research and state-of-the-art tools.

MENTOR works closely with MENTOR's network of *Mentoring Partnerships* and more than **5,000 mentoring programs and volunteer centers** throughout the country, serving more than **three million children** in all **50 states**. MENTOR serves young people between the ages of 6 and 24, and its work over more than two decades has helped millions of young people find the support and guidance they need to build productive and meaningful lives. MENTOR is headquartered in Boston, MA.

About Mentoring USA

[Mentoring USA](#) is a leading national provider of one-to-one site-based mentoring programs to enable young people to achieve their potential. Mentoring USA's mission is to create sustained and supportive mentor relationships for youth in need ages 7-21. The program matches youth across the country with trained volunteer adult mentors who can guide them in developing healthy lifestyles and better self-esteem, and academic achievement.

Mentoring USA's mentor training and curriculum are nationally recognized and its curriculum includes diversity appreciation, anti-bullying, financial literacy, job shadowing, academic support and healthy lifestyles initiatives, including a tennis program in partnership with the USTA. Mentoring USA's programs have a proven track record of success—100% of the students in Mentoring USA's school-based and community-based mentoring programs have consistently moved on to the next grade level. Mentoring USA also provides international mentoring programs through Mentoring Italia and Mentoring Espana. See www.mentoringusa.org to learn more about Mentoring USA.

About The Trevor Project

[The Trevor Project](#) is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning young people under 24. Every day, The Trevor Project saves young lives through its free and confidential lifeline and instant messaging services, in-school workshops, educational materials, online resources and advocacy. Honored by the White House as a “Champion of Change,” The Trevor Project is a leader and innovator in suicide prevention. Learn more at TheTrevorProject.org.

About YOUmedia

Based on a teen learning space at the Harold Washington Library in downtown Chicago, YOUmedia are spaces where kids explore, express, and create using digital media. They connect youth with books, media, and institutions in their city to encourage collaboration and creativity. YOUmedia's core philosophy is that youth are best engaged when they're following their passions, collaborating with others, and being makers and doers, not passive consumers.

About YSA (Youth Service America)

YSA (Youth Service America) improves communities by increasing the number and diversity of young people serving in substantive roles. Through campaigns such as Global Youth Service Day and Semester of Service; YSA Grants and awards programs; and resources and training opportunities, YSA activates millions of young people each year. Working with—and on behalf of—youth, adult mentors, organizations and schools, YSA promotes a global culture of engaged youth committed to a lifetime of community action, learning, leadership, and achievement.

www.YSA.org and www.GYSD.org.

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