



FOR IMMEDIATE RELEASE

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**RUNNING STRONG FOR AMERICAN INDIAN YOUTH® AND
CHEYENNE RIVER YOUTH PROJECT® JOIN FORCES TO PROVIDE HEAT ASSISTANCE**

EAGLE BUTTE, SD (February 15, 2010) – Residents of Eagle Butte, South Dakota, continue to struggle in the aftermath of a ferocious ice storm that left them without power and water for weeks at a time. Running Strong for American Indian Youth® and the Cheyenne River Youth Project® (CRYP) announced today that they have joined forces to offer emergency assistance that will help area families fight the cold during this difficult time.

First, Running Strong pledged \$12,500 to help the Bush Foundation reach its goal in a \$25,000 challenge grant. The foundation has established a Cheyenne River Emergency Support Fund and will match every dollar that is donated up to \$25,000, allowing for a possible total of \$50,000.

In addition, Running Strong and CRYP will provide an additional \$30,000 in utilities assistance to help families heat their homes this winter.

“This is the most difficult winter anyone can remember on Cheyenne River, and people need help,” said Julie Garreau, CRYP’s executive director. “It’s important to us that we do as much as we can to assist our friends and neighbors. The emergency heat assistance is a great start, and we’re continuing to look for new ways we can help.”

In the days immediately following the storm, CRYP provided blankets to residents and to the Indian Health Service hospital; hygiene packets, disposable diapers and baby food to area residents; and diabetic supplies and Band-Aids for the command center to distribute to shelters. In addition, Running Strong and CRYP distributed 600 free boxes of fresh food.

“The silver lining to natural disasters like the ice storm is that they can bring a community together,” Garreau said. “People go above and beyond the call of duty to help one another, and together we prove that we can meet Mother Nature’s challenges and come out stronger for the experience.”

To make a donation to Running Strong’s and CRYP’s joint utility assistance program, visit www.runningstrong.org/utility-assistance.html.

Running Strong for American Indian Youth® is a nonprofit organization working to help American Indian people meet their immediate survival needs – food, water, and shelter – while implementing and supporting programs designed to create opportunities for self-sufficiency and self-esteem. Running Strong has worked with the Cheyenne River Youth Project® since 1996.

To learn more about the Cheyenne River Youth Project® and its programs, and for information about making donations and volunteering, call (605) 964-8200 or visit CRYP's recently redesigned Web site at www.lakotayouth.org. And, to stay up to date on the latest CRYP news and events, visit the youth project's new [Facebook group page](#). All group members will receive regular updates through Facebook.

The Cheyenne River Youth Project, founded in 1988, is a grassroots, not-for-profit organization dedicated to providing the youth of the Cheyenne River reservation with access to a vibrant and secure future through a wide variety of culturally sensitive and enduring programs, projects and facilities that ensure strong, self-sufficient families and communities.