



# CITIZENSHIP COUNTS

*Educate • Appreciate • Celebrate*

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MEDIA KIT  
UPDATED JULY 13, 2011

# WHO WE ARE

Citizenship Counts is a non-partisan 501(c)(3) organization dedicated to inspiring today's youth by engaging them in a civics education curriculum that teaches them to appreciate the value and responsibilities of citizenship. **Our core curriculum, *The Path to Citizenship*, promotes pride in American citizenship and encourages students to be involved in their communities.** We empower young people to be responsible, participatory and socially-just citizens who appreciate the benefits of living in a diverse, inclusive, democratic society.

Our multi-disciplinary curriculum provides **a unique opportunity for students to plan and host a community-based naturalization ceremony in their schools.** This curriculum also helps students learn about the process of legal immigration and the rights and responsibilities of being a citizen in the United States of America.

Through our program, all citizens will have greater access to naturalization ceremonies in their communities. Attending these ceremonies will provide more Americans with a deeper understanding and acceptance of the role that legal immigration has played in creating our diverse and dynamic country. After the naturalization ceremony, the new citizens will be able to engage actively with students and members of their communities at a reception planned by the students.

# GERDA WEISSMANN KLEIN



As a proud naturalized citizen, Holocaust survivor, Academy Award winner, 2010 Presidential Medal of Freedom recipient, author and humanitarian, Gerda Klein has dedicated her entire life to promoting tolerance and education as a means by which a pluralistic nation can understand and respect its diverse citizenry. Since arriving in the United States in 1946 and becoming a naturalized citizen in 1948, she has always cherished the blessings and opportunities that she has been given as an American. She founded Citizenship Counts to teach today's youth and the greater community-at-large that American citizenship is a gift that should not be taken for granted. Her vision is to create more engaged and tolerant citizens who are willing to perform community service to benefit our great nation.

# MEDIA COVERAGE



The  
New York  
Times

The  
Washington  
Post



Smithsonian  
MAGAZINE



THE ARIZONA  
REPUBLIC

TwinCities.com  
PIONEER PRESS

THE BUFFALO NEWS

Omaha  
World-Herald

C-SPAN

SAN FRANCISCO SENTINEL.com

PHOENIX  
Business Journal

Latino  
Perspectives

# CURRICULUM AND CEREMONIES

Citizenship Counts produces middle- and high-school curricula to educate students on the tenets of citizenship, inspire their pride in America and encourage them to participate in community service. Citizenship Counts has partnered with thousands of students in schools and cities across the United States, including Phoenix, Omaha, the Twin Cities, Washington D.C., Cincinnati, Buffalo, Denver, and Louisville. Students host and participate in naturalization ceremonies to welcome new American citizens from Vietnam, Mexico, Thailand, Sudan, El Salvador, France, India, and many other countries.



# JOURNEY ACROSS AMERICA

Citizenship Counts' Board Member Diane Eckstein and her husband John are passionate and proud American citizens. In 2012, they will be journeying from coast-to-coast to promote good citizenship and increase awareness and knowledge about the efforts of Citizenship Counts.

In the winter/spring of 2012, John will walk and bike across the United States of America – from San Diego to New York City. Accompanying John on this 3500 mile trek will be Diane and their dog, Kipp. John and Diane's journey will begin in San Diego in January 2012 and will cross southern California, Arizona, New Mexico and Texas. From Houston, the Ecksteins will head north through Arkansas, Missouri and Illinois to Chicago. They will then travel east through Indiana, Ohio and Pennsylvania and into Washington, D.C. The final official leg of the trip will be from Washington, D.C., through Philadelphia to New York City.

Throughout the journey, Citizenship Counts will partner with middle and high schools in communities across the country, where students will use the Citizenship Counts curriculum to learn about how immigration has created a diverse and inclusive United States. Students will gain knowledge about the naturalization process, participating in community service and how to be a good citizen for the rest of their lives. Diane and John will author a blog that students and other interested citizens will use as a tool to learn about the history and geography of our country and about the vital contributions of immigrants who have become citizens throughout our history. As the culmination of the educational program, the students will host naturalization ceremonies in their schools. Along with local, state and national office holders, John, Diane and Kipp will attend each ceremony. Citizenship Counts Founder Gerda Klein and/or prominent naturalized citizens will attend and deliver the keynote address at these special naturalization ceremonies.

For more information about Citizenship Counts,  
please contact Alysa Ullman, Executive Director.

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