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Seven Boys & Girls Clubs Honored With Inaugural 'Maytag Dependable Club' of the Year Awards

Exemplary, Dependable Clubs Chosen in National Competition to Share nearly \$800,000 Toward Continuing to Make a Positive Impact on the Lives of Young People

BENTON HARBOR, Mich., Sept. 22 /PRNewswire/ -- Maytag brand has committed \$4.5 million over the next three years to commend Boys & Girls Clubs which are exemplary in their performance. Through a new partnership between Maytag and Boys & Girls Clubs of America (BGCA) the chosen Clubs will receive up to \$150,000 to continue their great work and positive impact on the youth, their families and the community. The seven inaugural **Maytag Dependable Club** award recipients were announced this week and span the globe, including one Club located on a military installation in Germany.



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Boys & Girls Clubs of America and Maytag share a heritage of dependability dating back more than 100 years. Maytag brand's mission is to build high-performing and dependable products, and Boys & Girls Clubs of America work to support and reward Clubs which are consistently dependable, and as a result, help to strengthen the character of high-performing young people.

"Boys & Girls Clubs of America have a long tradition of helping kids reach their potential. The Maytag Dependable Club awards will showcase those local Clubs that have found innovative ways to improve graduation rates and help children improve their leadership skills," said Jeff M. Fettig, chairman and chief executive officer, Whirlpool Corporation. "Not only will the Maytag Dependable Club awards support these local Clubs with discretionary funding, the primary intent is to help bring attention to the practices and programs Clubs employ every day that have had real and measurable impact on helping our youth succeed."

As a part of the new venture, the "Maytag Dependable Club Award" will support Clubs of diverse sizes, types and locations that have demonstrated a commitment to greatness and have a plan to make an even greater impact on youth in the future. Clubs from across the United States and on U.S.-based military installations around the world submitted entries that were evaluated by a rigorous judging panel.

The panel sought Boys & Girls Club organizations which most strongly demonstrated the key criteria: a recruitment and retention strategy for registered members; a dependable, engaged board; a dependable, diversified and sustainable resource development plan which includes strategies in stewarding donors and cultivating relationships; and a dependable staff that drives measurable results and dependable partnerships that address community needs.

This year's winning Clubs are as unique as a fingerprint – varying in size, operating budget and geography. In 2010, Maytag will present three \$150,000 awards to Boys & Girls Club organizations with operating expenses \$1 million dollars and above; three \$75,000 awards to Boys & Girls Club organizations with operating expenses under \$1 million; and one \$100,000 award to a military Boys & Girls Club organization.

The "Maytag Dependable Clubs" of the Year for 2010 are:

- Boys & Girls Club of Lenawee County, Adrian, Mich.
- Boys & Girls Clubs of Central Georgia, Macon, Ga.
- Boys & Girls Clubs of Garden Grove, Calif.
- Boys & Girls Clubs of Greater Milwaukee, Wisc.
- Boys & Girls Clubs of Palm Beach County, Fla.
- Boys & Girls Clubs of Western Broome, Endicott, NY
- Wiesbaden Child & Youth Services, Germany (Army)

"Dependable Boys & Girls Clubs help make the dreams possible for so many young people in this country," said Roxanne Spillett, President and CEO of Boys & Girls Clubs of America. "We are extremely grateful to Maytag for helping our Clubs continue the great work they do every day to enrich the lives of their members, their communities and our country."

About Maytag Brand

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commitment of Whirlpool Corporation, Maytag brand's enduring tradition of quality production and performance continues to thrive. Exceptionally durable, commercial-grade components are found in many Maytag brand appliances – including Maytag® Performance Series front-load and Maytag® Centennial® top-load washers and dryers. Maytag brand is part of the Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 67,000 employees, and 67 manufacturing and technology research centers around the world. For more information on any Maytag brand appliance, visit <http://www.maytag.com>.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (www.bgca.org) has enabled young people, especially those who need Clubs most, to reach their full potential as productive, caring, responsible citizens. Today, some 4,000 Boys & Girls Clubs serve more than 4.2 million young people through Club membership and community outreach. Clubs can be found throughout the country and on U.S. military installations worldwide, providing young people 6-18 years old with guidance-oriented character development programs conducted by trained, professional staff. 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 Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta.

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