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Press Kit

FOR IMMEDIATE RELEASE

CENTRAL BANK, LOCAL BUSINESSES RALLY IN CLAYTON TO MENTOR 30 AT-RISK ST. LOUIS YOUTH ON CAREER DAY

*Youth enrolled in FFSC's Leadership Program will gain hands-on mentoring from leaders at **Central Bank, Boeing, St. Louis Lambert Airport, World Wide Technology**, and local businesses.*



WHAT: Central Bank and Fathers & Families Support Center (FFSC) is hosting an interactive Career Mentoring Day specifically designed to benefit 30 at-risk youth (ages 14–24) enrolled in FFSC's **Youth Leadership & Development Program.** Participants will break into small, rapid-rotation groups to engage face-to-face with executives and department heads across banking, aviation, technology, and local business sectors.

WHEN: Wednesday, September 16, 2026, 12:00 PM – 2:00 PM *(Best camera/b-roll window: 12:15 PM – 1:30 PM during small-group rotations)*

WHERE: Central Bank 7707 Forsyth Blvd, Clayton, MO 63105

VISUAL & AUDIO OPPORTUNITIES:

- **B-Roll & Action Shots:** 30 young participants rotating through lively, small-group mentoring tables; hands-on Q&A sessions; candid interactions between at-risk youth and regional corporate/civic leaders.
- **On-Camera Interviews:**
  - **Shan Oliver**, Director of Youth Services, FFSC (discussing youth empowerment, career exposure, and violence prevention).
  - **Participating At-Risk Youth** (sharing first-hand experiences about finding career direction and connecting with mentors).

- **Corporate Representatives** from Central Bank, St. Louis Lambert International Airport, and World Wide Technology.

WHY IT MATTERS:

For at-risk youth ages 14–24 navigating difficult life circumstances, seeing a clear path to personal and financial independence is critical. This event directly benefits these young adults by bridging the gap between local talent and regional employers, giving them the network, exposure, and confidence needed to envision successful careers.

"Our goal is to expose our young people to real opportunities and build their confidence," said Shan Oliver, Director of Youth Services at FFSC. "Career Mentoring Day gives them a unique platform to meet professionals face-to-face, explore diverse industries, ask meaningful questions, and start seeing themselves out in the world as successful working adults."

"I'm really excited to attend because I want to learn what it's actually like to work at a major company like World Wide Technology or in banking," said Marcus, a 17-year-old program participant. "Getting to talk directly with people doing these jobs makes my future goals feel real and achievable."

"A lot of times, it's hard to know what kinds of careers are out there for us," added Jayla, an 18-year-old participant. "Having all these businesses in one room gives us a chance to ask real questions and see what paths we can take after high school. It shows us that people in the community care about our future."

About Fathers & Families Support Center (FFSC)

FFSC is a nationally recognized agency dedicated to breaking the cycle of poverty and child neglect by preparing fathers and mothers to be financially and emotionally present. **Since its first class in 1998, FFSC has supported 23,000 men on their journey to responsible fatherhood, benefitting over 57,000 children** with parents who can support them emotionally, developmentally and materially. As a United Way Member Agency, FFSC provides "full immersion" parenting education, legal services, and employment mentoring to foster healthy, cohesive families.

Since 2002, Fathers & Families Support Center's **Youth Leadership & Development Program** (YLDP) has assisted youth and young adults, ages 14-24, (many of whom do not typically have active or fully involved parents in their lives) develop successful paths to thriving futures. In the program, participants engage in a minimum 10-week curriculum program that focuses on personal development, goal setting, career exploration and educational attainment.

Agency Programs and Outcomes

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