

# URBAN MEDIA TODAY

A DIVISION OF RIVERSIDE SALES GROUP LLC.



Dear Sprout Fund,

Urban Media Today ([urbanmediatoday.com](http://urbanmediatoday.com)) is an online news source focused on the urban communities of Pittsburgh and surroundings, with a national reach. Our priority is to present information about the positive aspects of life in our City.

As a reporter for UMT, I have had occasion to work with Mark Rauterkus on several of his projects. They share a positive focus with that of my employer, and create a forward-thinking environment to promote youth through not only their athletic, but also their academic and social skills.

Mr. Rauterkus' current plan advances the interests of youth in a number of tremendous ways, connecting the various areas of interest in their lives in a way that better helps prepare them for life after school-based sports. They will learn how to use their teamwork and academic skills to promote healthy communities among themselves and those with whom they interact, sharing information via technology to introduce a larger audience to the value of working together to build strength and unity while promoting better decision making.

In short, this program seems designed to take youth "where they live," literally and figuratively, and lead them to expand to the world that surrounds them. I heartily support this program.

Sincerely,

Nancy Hart

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