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For Immediate Release:

**The Jackie Robinson Foundation Wins
\$10,000 Grant from Microsoft and P. Diddy**

New York City - December 22, 2010 - The Jackie Robinson Foundation (JRF), a nonprofit organization that strives to advance the position of disadvantaged students of color through academic scholarship and career mentoring, has been chosen as the recipient of a \$10,000 grant through Microsoft and P. Diddy's "12 Days of Tag" campaign.

On December 21, voters were asked to download Microsoft's Tag Reader application to their Smartphone, sign onto the 12 Days of Tag website, and scan the Tag to vote for their favorite charity using the Tag Reader software.

Voting lasted until 6:00 p.m., and the winner was announced immediately after on the "12 Days of Tag" website. The Salvation Army and the 1010 Project were also in the running for the grant.

"We are obviously honored to have won and thank Microsoft and P. Diddy for sponsoring such a wonderful initiative," remarked JRF President Della Britton Baeza, "we are equally excited about the possibilities this type of innovative use of social networking can have on education." "Because the 12 Days of Tag campaign was based around using a new kind of social media," Baeza continued, "we targeted our tech-savvy supporters. We are incredibly grateful to P. Diddy and Microsoft and celebrate the historic collaboration of these two cultural icons who, in the midst of another tough Holiday Season, found a way to partner with one another while giving back to the community."

JRF worked with its partners in the sports and technology community to get the word out to their supporters on social media sites such as FaceBook and Twitter. The Foundation is currently working on an initiative that seeks to incorporate this type of exciting technology into its program as well.

About Microsoft Tag

Microsoft Tag is a new kind of bar code that connects almost anything in the real world to information, entertainment, and interactive experiences on your mobile phone. Tags are free to create and use. You can add them to your ads, posters, product packages, display it on your website, billboards, clothing...the list is endless. When you scan a Tag using the free Tag Reader application on your mobile phone, it will automatically open a webpage, add a contact to your address book, display a message, or dial a number – there are no long URLs

to type or SMS messages to send. Anyone can create Tags for free. And unlike other kinds of bar codes, Tags are fully customizable. You can create your Tags in black and white or colorful Tags that visually represent your business or personal brand in a spectacular manner.

For more information about Microsoft Tag, please visit

<http://tag.microsoft.com/overview.aspx>.

About The Jackie Robinson Foundation

The Jackie Robinson Foundation is a public, not-for-profit, national organization founded in 1973 as a vehicle to perpetuate the memory of Jackie Robinson and his heroic achievements. It provided college and graduate school scholarships as well as leadership development opportunities for students of color with strong capabilities but limited financial resources. The Foundation is distinctive for the depth of its mentoring program which results in a nearly 100% graduation rate among its student constituents. The Foundation also strives to ensure that Jackie Robinson's commitment to social justice will be carried forth in the lives of these young people as they assume leadership roles throughout society.

For more information about The Jackie Robinson Foundation, please visit our website at

www.jackierobinson.org.