



Allstate
FOUNDATION

NEWS

FOR IMMEDIATE RELEASE

Contact: American Songbook Preservation Society
(831) 687-0278, info@GreatAmericanSongbook.org
9051-A Soquel Drive Aptos, Ca. 95003-4035

The Allstate Foundation awards Ronald S. Kaplan The Agency Hands in the Community Award

Aptos, Ca. August 31, 2004 – **Ronald S. Kaplan** was awarded the Agency Hands in the Community Award for his commitment to volunteering in the musical community. With this award comes a \$500 grant from The Allstate Foundation for the American Songbook Preservation Society where **Ronald S. Kaplan** volunteers as Executive Director.

Ronald received the award for his personal commitment to building a national foundation to continue the legacy of the collective body of work known as the Great American Songbook for future generations to discover and enjoy. The years of 1920-1960 represent a unique period in America history, which is considered to be the zenith of this truly American art form and craft, consisting of the Songsmiths, Lyricists, and Arrangers of the Tin Pan Alley Revues, Broadway and Hollywood Musicals. This music was the popular music of the day and later became the reservoir of the Jazz Standards repertoire. Some of the better-known names from this period include Irving Berlin, Cole Porter, George and Ira Gershwin, Duke Ellington and Billy Strayhorn. This list goes on and can be viewed at the organization's website www.GreatAmericanSongbook.org. The Mission Statement of the Foundation is: To Preserve our cultural treasure known as the Great American Songbook by presenting this music to the public at home and abroad as Ambassadors of Song. Over the past two years in a partnership between the Community Foundation of Santa Cruz and the San Jose Professional Development Center, Ronald received the training necessary to earn a Certificate in Non-Profit Management. His personal goal is to build an Institution to stand the test of time and to raise \$25 million dollars to endow the Foundation in perpetuity. The ASPS is a California Corporation and a 501(C)(3) Foundation as approved by the IRS and as such, your tax-deductible donations are welcomed and appreciated.

2005 will mark Ronald's 20th anniversary as an Allstate Agent in Aptos, California. He is a Singer who is passionate about this art form and has just released his 4th recording on his label Kapland Records, founded in 1997. To learn more visit www.ronkaplan.com.

Ronald Kaplan was nominated by **Leslie Carpenter**, market business consultant at Allstate Insurance Company.

“Community outreach is more than a commitment for Allstate Insurance Company; it's a passion. That dedication is demonstrated through charitable giving and volunteerism. Through their volunteer efforts, many of our agents -- including **Ronald** -- put time, energy, expertise and

NEWS

Page 2

compassion behind community projects, making a significant impact in the lives of those they touch,” said **Leslie Carpenter**.

In California, 98 Agency Hands in the Community Awards have been granted this year with nearly \$50,000 in charitable contributions being made to non-profit organizations.

“Allstate believes that it is very important for corporations to take an active interest in the communities they serve. Allstate is proud to support such a worthwhile cause through the Allstate Foundation,” said Hank Barge, Field Vice President of the California Region. “The grant from the Allstate Foundation will provide much needed support for the work of the American Songbook Preservation Society”.

Established in 1952, The Allstate Foundation is an independent corporation funded by contributions from the Allstate Insurance Company. Grants are awarded to non-profit organizations that seek to improve the quality of life in communities across the country.

Allstate Insurance Company’s California Region supports a network of agencies in the state. These agencies provide a large variety of insurance and financial products. Agents and employees of the California Region have a long, proud history of supporting the communities where they live and do business through volunteerism and charitable contributions.

The Allstate Foundation is an independent, charitable organization made possible by the Allstate Corporation. The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer. Widely known through the "You're In Good Hands With Allstate®" slogan, Allstate provides insurance and financial investment products to more than 16 million households and has approximately 12,900 exclusive agencies and financial specialists in the U.S. and Canada. Allstate and The Allstate Foundation sponsor community initiatives to promote "safe and vital communities"; "tolerance, inclusion, and diversity"; and "economic empowerment". The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve *their* American dream.

#