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**Don Coyhis, Among 10 Social Innovators in Encore Careers
to Win 2009 Purpose Prize**

***Entrepreneurs Over 60 Win \$50,000 - \$100,000 Each for Using
Creativity, Experience to Solve Long-Standing Social Problems***

Colorado Springs, CO – **Don Coyhis** has been awarded a 2009 Purpose Prize, which honors social entrepreneurs over 60 who are using their experience and passion to take on society's biggest challenges. Now in its fourth year, the six-year, \$17 million program is the nation's only large-scale investment in social innovators in the second half of life.

Don Coyhis (Mohican Nation), the Founder of the Colorado Springs, CO-based White Bison, Inc., will receive \$100,000 for his work in Native American sobriety, recovery and healing, begun in 1988 with the founding of White Bison, Inc. By the mid-to-late 1990's, Coyhis was also the inspiration and founder of the Wellbriety Movement, dedicated to the healing and prosperity of Native American individuals, families, communities and tribal nations. Visit www.whitebison.org for more information.

Don Coyhis will join nine other 2009 winners and 46 Purpose Prize fellows at a Summit on Innovation on Oct. 31 – Nov. 1 at Stanford University's Graduate School of Business' Center on Social Innovation, one of the world's leading academic centers focused on social entrepreneurship.

The winners and 1,000-plus nominees in 2009 underscore a trend in entrepreneurialism later in life. According to studies by the Ewing Marion Kauffman Foundation, the 55-64 age group is the most active in creating new ventures. Counter to stereotype, people ages 20-34, the study found, are the least entrepreneurial.

"More than ever, the problems facing our communities, country and world call out for creative solutions," said Marc Freedman, co-founder of The Purpose Prize and author of *Encore: Finding Work That Matters in the Second Half of Life*. "Fortunately, we don't run out of ideas as we age.

"Like so many others in this new stage of life between the end of midlife careers and the beginning of true old age, The Purpose Prize winners combine creativity, experience and passion with a desire to do something bigger than themselves," Freeman continued.

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The Encore Careers campaign is run by Civic Ventures, a national think tank on boomers, work and social purpose. Funding for The Purpose Prize comes from The Atlantic Philanthropies and the John Templeton Foundation.

Sherry Lansing, CEO of the Sherry Lansing Foundation and former chair of Paramount Pictures' Motion Picture Group, chairs the jury that selected this year's winners. The 24 judges are leaders in business, politics, journalism and the nonprofit sector – including actor Sidney Poitier, social entrepreneur Thomas Tierney, former Senator Harris Wofford and journalist Cokie Roberts.

The Purpose Prize is a program of the Encore Careers campaign (www.encore.org), which aims to engage millions of boomers in encore careers combining social impact, personal meaning and continued income in the second half of life. The goal: produce a windfall of human talent to solve society's greatest problems, from education to the environment, health care to homelessness.

Fuller summaries, videos and photographs for Don Coyhis are online at www.encore.org, and below are short summaries for all winners.

Don Coyhis and White Bison, Inc., in collaboration with Encore Careers, Inc., are honored to accept this award on behalf of the healing and wellbeing of Native American people.

2009 Purpose Prize Winners

The \$100,000 winners are (alphabetically):

Elizabeth (68) and Stephen Alderman (68), Peter C. Alderman Foundation, **Bedford, NY**
To honor their son – who died on 9/11 – and to treat the 1 billion victims of trauma and terrorism around the world, the Aldermans created a foundation that creates homegrown mental health systems where violence (rape, war, kidnapping,) has desecrated communities.

Judith Broder (69), The Soldiers Project, **Studio City, CA**
As a psychiatrist, Broder knew that, without help, some soldiers would never get past what they had seen and done. She created an organization that allows for free, confidential, unlimited therapy to service members and their families.

Don Coyhis (66), White Bison, Inc., **Colorado Springs, CO**
Although sober after years of alcohol abuse, Coyhis felt empty, disconnected from the reasons why he shouldn't drink. He turned to his Native American roots and founded a nonprofit that offers native-focused recovery resources. In turn, it began a movement called Wellbriety.

Henry Liu (73), Freight Pipeline Co., **Columbia, MO**
A former engineering professor, Liu found a way to transform fly ash – a toxic byproduct of burning coal – into bricks. The process requires less energy, money, and doesn't contribute to air pollution. Now he's exploring how to move freight efficiently through underground pipelines.

Tim Will (61), Foothills Connect Business & Technology Center, **Rutherfordton, NC**
Will used his telecommunications background to connect his Appalachian county's agrarian past to a digital economy. Bringing broadband to the rural area helped link local farmers to chefs in Charlotte through an online ordering system, bringing laid-off factory workers back to farming.

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The \$50,000 winners are (alphabetically):

Marcy Adelman (63), openhouse, **San Francisco, CA**

As a psychologist, Adelman knew that many LGBT seniors looking for housing and care late in life face discrimination and loneliness. She set out to provide affordable, LGBT-friendly housing and training for service providers to better support LGBT elderly.

Duncan Campbell (65), Friends of the Children, **Portland, OR**

Because of two alcoholic parents, Campbell essentially raised himself – and went on to establish a successful investment firm. Now, he invests in children, promising the most disadvantaged children a caring, paid adult mentor from age 5 until adulthood.

Ann Higdon (69), Improved Solutions for Urban Systems, **Dayton, OH**

Higdon grew up homeless, with no love for learning until a teacher inspired her. Since then, she has convened professionals to similarly inspire dropouts. Her organization, which includes three charter schools, helps area dropouts earn diplomas while training for jobs in various sectors.

Connie Siskowski (63), Volunteers for the Homebound & Family Caregivers, **Boca Raton, FL**

Siskowski cared for her grandfather as a pre-teen, so she knew that caring for aging relatives is stressful and far from a normal childhood. Her organization facilitates support groups in middle schools, offers classes on life skills, and provides other resources for young caregivers.

James Smallwood (62), The Choice Is Yours, Inc., **Camden, NJ**

Previously homeless and drug-addicted, Smallwood was able to beat his cocaine dependency and create a nonprofit to train ex-convicts, addicts, and the homeless for work in the construction trades, while helping them with reading, math and job-hunting skills.

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