



## Allison Bell's Biographical Notes

Allison Bell is the President and Inspirational Diva of Embrace Today Concepts, Inc. Embrace Today Concepts is an Inspirational Guidance Company that provides workshops, seminars, and merchandise to those seeking a stronger inner self.

Bell is a **YMCA** Board Manager at the South Mountain YMCA in Phoenix where she is involved with Tuesday Nite Teens, the I-Learn Program and other youth related programs. The YMCA has also hired Allison Bell as a consultant to create and present a series of custom workshops focusing on motivation, confidence, self worth, and pride.

Bell is also a member of the **Junior League of Phoenix**. Since 1935, the Junior League of Phoenix has been the driving force behind the kinds of initiatives and institutions that make Phoenix a more vital place to live. The Junior League of Phoenix is a nonprofit organization that has contributed millions of dollars and volunteer hours to the community.

Bell is a Certified Trainer for the **Points of Light Youth Leadership Institute** (PYLI), a unique service and leadership training program specifically for high school age youth. The focus of the program gives students the ability and desire to make meaningful, lifelong contributions to their communities through volunteer service. As a Certified Trainer, Bell is a part of a national network of talented and experienced professionals who are committed to making a difference in their communities.

The innovative youth program includes an interactive, state-of-the-art curriculum was developed by the Center for Creative Leadership, one of the world's foremost authorities on leadership principles. The curriculum provides the caliber of leadership training typically available only to corporate executives and government leaders. It features a challenging series of lessons and exercises on goal setting, team building, project planning, decision making, and other leadership dynamics. The program culminates in a service project, created and implemented by the participants, and a final graduation ceremony.

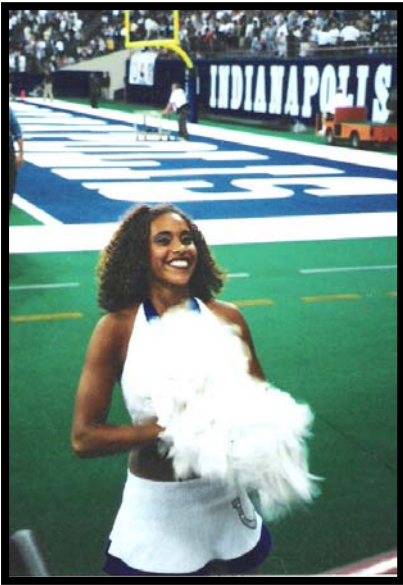


Prior to her current position, she worked for 2 years at the Loreto Bay Company, a residential and commercial developer building a resort community in Baja, Mexico. Bell was an integral part of building the Sales Department for a \$3 billion project. Bell also sold over \$6 million in residential Real Estate for Loreto Bay.

Born and raised in Indianapolis, Indiana Allison Bell attended Ball State University and graduated with a degree in Broadcast Journalism & Telecommunications. She was involved at local station WCRH, the CNN student news bureau, reporting on a variety of topics that included weather, sports, entertainment, etc. Other areas of study included; Media Communications emphasis in English/Creative Writing, Sales, Promotion, On-air talent, Online Journalism, Web Design, Creative Writing, Business Information Systems, and Spanish. She also was a reporter for KTEH's national children television show *Real Science*.

In 2001, Allison Bell was selected as an *Indianapolis 500 Princess* from over 270 applicants based on communication skills, poise, academic performance and community/volunteer involvement. Each year 33 young women are selected to become spokespersons for 500 Festival, a not-for-profit volunteer organization, created in 1957 to organize civic events celebrating the greatest race in the world. Over the past 49 years, the 500 Festival has grown to become one of the largest festivals in the nation. Bell supported the production of public service activities & announcements, interviews, charitable events and other behind the scenes duties related to the Festival.





In 1999 & 2000, Allison Bell was selected from 500 participants become an *NFL Cheerleader* for the Indianapolis Colts. Each year the Colts Cheerleaders go above and beyond to create an even stronger connection with the community. They travel around the state of Indiana and even internationally in hopes of expanding the Colts fan base. Bell had the opportunity to cheer at the America Bowl game in Mexico City. The Colts Cheerleaders participate in more than 300 appearances including conventions, fairs, tradeshows, corporate meetings, grand openings, festivals, sporting events, and much more. As an Indianapolis Colts Cheerleader Allison made appearances on HBO, FOX, ABC, NBC, Home Shopping Network and several children's television shows.

Allison Bell contributes her positive outlook on life after studying the Hispanic culture in Mexico. She participated in a study abroad program for a semester living with a host family in Cuernavaca, Mexico at Tec De Monterrey University. Allison feels that her experience living in a third world country gave her a better perspective on how most people are living in the world. Every since studying abroad she has made a personal effort to support those in need. Bell has traveled to Mexico over 20 times.

