

BUCIFIED Bert... Helping Kids



I really admired my mother. She was protective of her kids and a humanitarian to all. With her kind and caring nature, she reminds me of so many great Bucified mothers past and present. With her memory as my inspiration, I teach students to live by the BUCIFIED acronym. "Be Understanding Citizens Identify Friendly Individuals Everyday."

In 2006 I developed a scholarship in the name of my late mother Emma Lee the Legend, naming it "OLE IS Alive". Operation Legacy Emma Lee.

In 2007 I presented my first scholarship to Philicia Derns, a deserving high school student. Myself, along with All Sports Community Center, a not-for-profit

organization dedicated to changing youth's lives, chose Derns because she "strives to reach her maximum potential by rising above negative peer pressure."

Now, teaming up with Jiffy Lube, I will be able to give more scholarships during Mother's Day week 2008. For every oil change on November 16 and 17, Jiffy Lube donated one dollar to my scholarship program. With the help of my friends, colleagues, and Jiffy Lube, the fundraiser was a huge success! Thank you to everyone who helped!

Because my mother made me who I am today, her good deeds are still impacting society. Through my work, just maybe I can inspire someone else to use the "Bucified" way to cope with a void. I saw my mother do it all my life and I know it works.

Learn more about the "Bucified" way. I blog for TBO.com, I appear on ESPN Radio, and I web cast on Media Talk, produced at Tampa Digital, Inc. Or log on to www.bucified.com.

Sincerely,
OLE IS ALIVE!!
Albert