

**Leff's Atlanta Media
Media Advisory Sample**

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Media Advisory

August 9, 2005 Back to School Event

Contact: Mitch Leff, Boys & Girls Clubs of America, (404) 861-4769

**Red Sox' Johnny Damon Says Afterschool Programs Lead to High Achievement;
Leads Boston Kids in Taking "I Can Achieve" Pledge**

Boys & Girls Clubs of Boston Youth Test Their "Heat" One-On-One Against Damon

New Boys & Girls Club Survey: 90 Percent of Young People Say Graduating High School Is Very Important; 94 Percent Expect to Attend College

When

Tuesday, Aug. 9, 11:30 a.m. – 1:30 p.m.

Where

Faneuil Hall Marketplace

(Outside between Historic Faneuil Hall and the Quincy Market Building)

Visuals/Interviews

Red Sox' Johnny Damon, Boys & Girls Clubs of Boston Kids

What:

Red Sox centerfielder Johnny Damon says quality afterschool programs can lead to high achievement in school and life. He is encouraging young people to take advantage of afterschool programs available in Boston and nationwide through organizations such as Boys & Girls Clubs of America.

Damon will lead youth from the Boys & Girls Clubs of Boston in taking the "I Can Achieve" pledge, a commitment by Club members to participate in Goals for Graduation (GFG), a Boys & Girls Club program created in partnership with the JCPenney Afterschool Fund. The program encourages young people to do their best every day and achieve in school.

Following the GFG Pledge, the kids will get a chance to "try out" for the Red Sox, testing their "heat" one-on-one against Johnny Damon.

Attendees/Interviews:

- Johnny Damon, Centerfielder, Boston Red Sox
- Michelle Damon
- Kids from five Boston-area Boys & Girls Clubs
- Linda Whitlock, President and CEO, Boys & Girls Clubs of Boston
- Kurt Aschermann, SVP, Boys & Girls Clubs of America
- Julie Berkhouse, The JCPenney Afterschool Fund

Goals for Graduation:

Goals for Graduation is an innovative afterschool program for Boys & Girls Club members ages 6 – 15. This one-of-a-kind program provides one-on-one activities to support academic goal setting, learning and success in school.

About Boys & Girls Clubs

Boys & Girls Clubs of America (www.bgca.org) comprises a national

of America:

network of some 3,700 neighborhood-based facilities annually serving more than 4.4 million young people, primarily from disadvantaged circumstances.

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