

# Using Sport For Social Change

2906 sw 153rd dr. Beaverton, Oregon 97006

St. John USVI

## **FOR IMMEDIATE RELEASE**

**“Using Sport For Social Change” will host it’s FIRST ANNUAL “JUST PLAY” event on October 12, 2009 in Cruz Bay, St. John.**

**This FREE event will be open to all youth from the ages of 2-18 years of age. (A parent or legal guardian must accompany all 2-5 year olds.)**

**Special Attendees include: Julian Jackson, former three-time world champion of the middle weight & junior middle weight division, The Pan Dragons, The Love city Leapers, Percy (the DJ) and other special guests, all hosted by St. John’s own Brenda Wallace.**

September 9, 2009 (St. John, USVI)- The “Using Sport For Social Change” group and Brenda Wallace will be hosting a “Just Play” sports day for the youth and community of St. John. The main idea of this free event is to introduce kids to different sports that they may not have played before, in a team and individual environment.

The event will consist of sports “stations” that each participant will need to go through in order to compete for prizes, donated by Nike, in a friendly, fun and competitive atmosphere. Individuals will be competing against, and with other youth in their same age range. There will even be a group of 2-4 year olds (accompanied by their parent) that will be entertained throughout the day with age appropriate games.

This **FREE** event will be held in Cruz Bay (field to be announced closer to the date), on Monday, October 12 from 8:00am until 5:00pm. And will also include lunch, drinks and snacks for all participants and volunteers. Pre-Registration for all participants and volunteers for this event can be completed at the St. John Parks and Rec. office, the St. John Community Foundation office, and online at: [www.usingsportforsocialchange.com](http://www.usingsportforsocialchange.com). ***The number of participants will be limited to the first 130 youths that sign up. The number of Volunteers will be limited to the first 30 that sign up.***

Using Sports for Social Change is a St. John-based initiative spearheaded by Dean Doeling, a Senior Design Production Artist with Nike, and a frequent vacationer to St. John. USFSC's primary purpose is to support local sporting programs that are already in place, with fundraising, community education and sporting equipment donated by Nike. Furthermore, USFSC is trying to resurrect some failed sporting programs and provide play days where kids from all classes and cultures can come together for and participate in sports-based games and skill challenges.

We are still in need of volunteers for this event. No athletic skills are required. All volunteers must be over the age of 17, unless personally vouched for by a parent or teacher.

The motto of “Using Sport For Social Change” is to ***“Focus Virgin Island youth through sports and fitness, giving them the confidence they need to set personal goals, achieve their aspirations and create opportunity for themselves, their family and their community.”***

More information can be found at [www.usingsportforsocialchange.com](http://www.usingsportforsocialchange.com), or by contacting the St. John Community Foundation or the St. John Parks and Rec. Department.