



News Release

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FOR IMMEDIATE RELEASE

GENE MATTHEWS CLUB IN NORTH PORT BRINGS DAY FOR KIDS CELEBRATION TO SARASOTA COUNTY

SARASOTA, Fla. (July 30, 2009) –North Port is a family-friendly community, so there’s no surprise that they are hosting the 3rd annual Day for Kids Celebration, highlighting the value of meaningful time between caring adults and children. The free event is on September 26, from 10 A.M. to 1 P.M. at the Gene Matthews BGC at 6851 S. Biscayne Ave. and features bounce houses, a water slide, fast pitch machine and free food. There will also be a business and non-profit expo including children-related activities in the Club’s gymnasium. And, the first 100 participants are rewarded with a free event tee shirt.

“BGC Day for Kids in North Port provides an opportunity for parents and caring adults to reconnect and get reenergized about helping our young people reach their full potential,” says Dorothy St. Pierre, Unit Director of the Gene Matthews Club.

In a country ranked first in wealth and productivity, we do not have a day in which we recognize our most precious resource. While many Americans recognize the link between spending meaningful time with their kids and the tough issues facing young people, they say they don’t have the time, skills or resources to do as much for their children as they feel they should.

Day for Kids is a program developed by the Boys & Girls Clubs of America, who recognize a daunting array of problems our children face, from academic failure and gang activity to poverty, drugs and violence. In addition to providing young people with the skills and motivation they need to BE GREAT, BGCA has created engaging educational resources for parents and other caring adults to help them encourage and develop positive relationships with kids. A year-round web site, www.dayforkids.org , will provide tools, resources and tips that support their interactions with young people.

About the Boys & Girls Clubs of Sarasota County:

The Boys & Girls Clubs of Sarasota County have played an integral role in the Sarasota County community for more than 39 years, providing daily programs and services to more than 8,000 young people. The Mission of the Boys & Girls Clubs of Sarasota County is to enable all young people, especially those that need us most, to reach their full potential as productive, caring and responsible citizens.