



News Release

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FOR IMMEDIATE RELEASE

ROBIN GIVENS HELPS SARASOTA COUNTY CELEBRATE “DAY FOR KIDS” A DAY DESIGNATED TO ENCOURAGE ADULTS TO SPEND QUALITY TIME WITH KIDS

SARASOTA, Fla. (May 17, 2010) – One of the most important things adults and parents can give to kids is the gift of time. With two children of her own and as the product of a strong and dedicated family environment, internationally-known stage, TV and film celebrity Robin Givens will speak out about the importance of spending quality time with kids as the official spokesperson for the Boys & Girls Clubs of Sarasota County (BGCSC) “Day for Kids.” Givens will advocate on behalf of BGCSC and touch many people with her story of family support, her quest for achievement and her relationships with caring adults who mentored her to a successful career in both performing arts and as a writer.

Conceived by the Boys & Girls Clubs of America, “Day for Kids” was created to build stronger relationships between adults and children with fun family activities nationwide. In Sarasota County, Day for Kids will be held on September 25, 2010 and features activities and a “Walk for the Kids” fundraiser at each of the four Boys & Girls Clubs of Sarasota County: Lee Wetherington Club in Sarasota, Roy McBean Club in Newtown, the Robert and Joan Lee Club in Venice and the Gene Matthews Club in North Port. After the walks, each Club will host free activities for kids and adults to do together.

BGCSC has made it easy for everyone to be involved in Day for Kids. Here’s what you can do:

1. Join us on our “Walk for the Kids” through our Friends Asking Friends website at www.walkforthekids.com.
2. Create a team on the BGC website, www.walkforthekids.com, made up of family members, friends and colleagues.
3. Join us at “Day for Kids” after the walk at one of our four Sarasota County Clubs where you can spend meaningful time with kids.

It's no secret that America's youth need our help. Consider these statistics:

- 15-19 year olds account for more than 20 percent of violent crimes in the United States, and in 2005, close to 10 percent of youth aged 12-17 years old were current illicit drug users.
- Among children and teens, 16%, or nearly 9 million youth, are considered overweight.

Even one day or one hour can make a difference in the life of a child. And on Saturday, September 25, the Boys & Girls Clubs of Sarasota County is giving adults a chance to spend meaningful time with kids.

For more information about Day for Kids, visit www.walkforthekids.com or email marketing@boysandgirlsclubs.com. You may also call BGCSC directly at (941) 366-3911, ext. 121.

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 40 years, providing daily programs and services to thousands of young people. The Mission of the Boys & Girls Clubs of Sarasota County is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The Boys & Girls Clubs of Sarasota County is the 2009 Non-Profit of the Year recipient, awarded by the Greater Sarasota Chamber of Commerce.