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MEDIA ADVISORY: FOR PLANNING PURPOSES ONLY

(Note: This event is not open to the general public)

San Jose Earthquakes and Santa Cruz County leaders to kick off the Live Oak Community Resources' summer sports league

WHAT:

Live Oak Community Resources, a program of Community Bridges, will kick off its annual Live Oak Sports League with leaders in the Santa Cruz County community and players from the San Jose Earthquakes.

This event is open to the youth and families participating in the Live Oak Sports League, representatives of the media, and any potential or future volunteers, partners, sponsors and players.

WHO:

The Live Oak Sports League is led by Live Oak Community Resources, a program of Community Bridges, and the Sheriff's Activity League of Santa Cruz County.

Guest speakers at the event include First District Supervisor John Leopold, Santa Cruz County Sheriff Jim Hart, Live Oak School District Superintendent Tamara Taylor, and Soquel Union Elementary School District Superintendent Henry Castaniada

Players from the San Jose Earthquakes and their mascot Q, sponsored by PG&E, will surprise hundreds of boys and girls ages 5-18 with 400 tickets to the California Clasico, San Jose Earthquakes v. LA Galaxy, on June 27.

WHERE:

Shoreline Middle School, 855 17th Avenue, Santa Cruz, CA 95062

WHEN:

Monday, June 15, 2015. The schedule of events is as follows:

5:30-6:05pm: Player check-in

6:05-6:15pm: Guest speakers

6:15-6:45pm: Literacy, Nutrition/Health, and Anti-Bully workshops for teams

6:45-7:00pm: Players & parents assemble in the gym
7:00pm: San Jose Earthquakes' presentation

WHY:

The Live Oak Sports League began in 2007 as a community response to stabbings and other gang activity in the Live Oak community, and quickly became adopted and led by Live Oak Community Resources, a program of Community Bridges, and the Sheriff's Activity League of Santa Cruz County. The program was designed as a family activity to promote collaboration between community members, and to address issues of poverty, violence and discrimination in the community.

These free, co-ed non-competitive leagues include both Futsal indoor soccer and Junior Giants Baseball. Every summer, this league provides a safe haven for up to 400 boys and girls ages 5-18. Building on the base of physical activity, the league integrates messages about nutrition, literacy, eliminating bullying, and strengthening community and family relationships.

VISUALS AND INTERVIEWS:

Interviews available with grateful parents and youth, Community Bridges CEO Raymon Cancino, San Jose Earthquakes, First District Supervisor John Leopold, Santa Cruz County Sheriff Jim Hart, Live Oak School District Superintendent Tamara Taylor, and Soquel Union Elementary School District Superintendent Henry Castaniada.

Spanish-speaking spokespersons are available.

Visuals include youth participating in interactive workshops, full gym of 400 children and parents, San Jose Earthquakes and Mascot Q handing out 400 tickets to an upcoming game, and Santa Cruz County leader presentations.

ABOUT LIVE OAK COMMUNITY RESOURCES

Our compassionate staff build a warm, friendly, safe place for the Live Oak community to access resources that offer stability and hope for the future. Live Oak Community Resources is part of the Community Bridges Family Resource Collective, with centers in Live Oak, Santa Cruz, Felton, and Watsonville. Learn more at www.communitybridges.org.