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GREATER SAN DIEGO INNER-CITY GAMES

The GAMES

Spring 1996

GREATER SAN DIEGO INNER-CITY GAMES NEWSLETTER

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PLANET HOLLYWOOD HOSTS INAUGURAL BOARD MEETING

Many thanks to manager Steve Bauer, public relations coordinator Carin Galletta, and the great Planet Hollywood staff for hosting the Greater San Diego Inner-City Games inaugural board-of-directors meeting. All in attendance received an excellent introduction to the goals and objectives of the Games. Board member Sheriff Bill Kolender presented an overview of the many challenges facing our communities as juvenile crime and violence continue to escalate. Executive Commissioner Junior Seau also addressed those in attendance and praised the Inner-City Games as an important alternative to gangs and violence. As the concluding speaker, Executive Director John Cates explained the goals of the year-round games and challenged everyone to become actively involved in making the Greater San Diego Inner-City Games a reality. The eighty persons attending the breakfast meeting were entertained by George Nissen, the 82 year "young" inventor of the trampoline, as he held a perfect 10 handstand. Everyone left "fired up" and ready to support the Games.

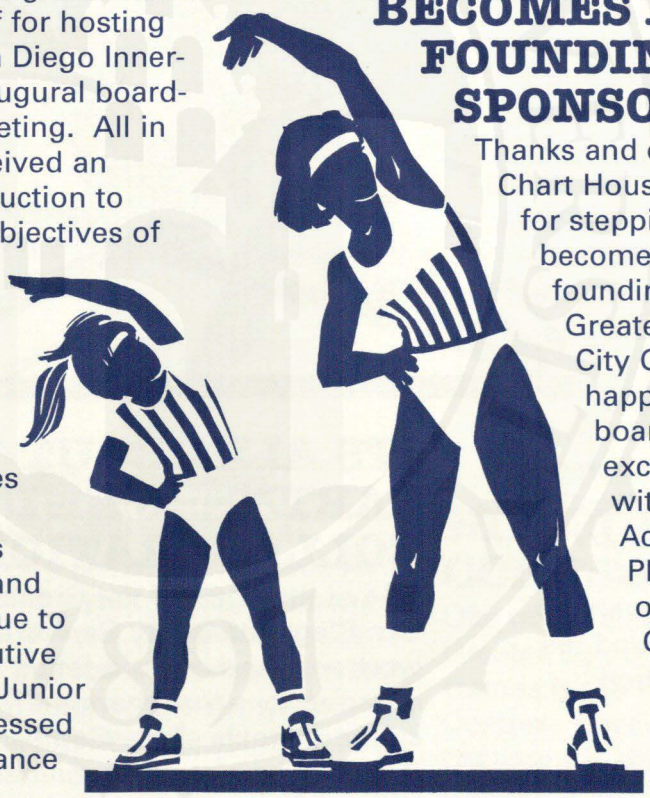


CHART HOUSE BECOMES PREMIER FOUNDING SPONSOR

Thanks and congratulations to Chart House Enterprises, Inc. for stepping forward to become the premier founding sponsor of the Greater San Diego Inner-City Games. We are happy to have them on board and they too are excited about working with our coalition. According to Mike Plant, Vice President of Marketing for Chart House Enterprises, with schools and therefore children struggling, "It's more important than ever for the private sector to step up and make a difference." Chart House's quest to make a difference has already begun. In December of 1995 Chart House sent a tough-as-nails team comprised of four Navy SEALs and a former American Gladiator to compete in the Raid Gauloises—a grueling five stage, non-stop adventure race held in the Patagonia region of Argentina. The

team raced in the name of five students from San Diego High School's Operation Fit Kids club, and each competitor was matched with one of the students "as a symbolic acknowledgment of the grit and determination of these kids who also face hardships in their lives."

THANKS JUNIOR!

The Greater San Diego Inner City Games would like to welcome, congratulate, and thank the Junior Seau Foundation for becoming an official founding sponsor of the Games. With its sponsorship, the Junior Seau Foundation joins the Chart House (our premier founding sponsor) as well as Planet Hollywood as the current founding sponsors of the Games. We look forward to working with the Junior Seau Foundation and are confident that together we can make the Greater San Diego Inner-City Games an extremely successful event. Without the cooperation of partners such as the Junior Seau Foundation, the Greater San Diego Inner-City Games would not be possible, and therefore, their generosity and teamwork is greatly appreciated. A special thanks to Executive Committee Member Mary Bednarz for her efforts in coordinating the partnership between the Games and the Junior Seau Foundation.

SPEEDO BECOMES NATIONAL GAMES SPONSOR

The National Inner-City Games announced the signing of a foundation agreement with Speedo/Authentic Fitness Inc. The agreement, which is the first national sponsorship, establishes that Speedo will provide $1 million a year for the next three years with an option to renew for an additional two years. In addition to this generous commitment, they will also provide the t-shirts each city needs for its games. In order to recognize the local sponsors, Speedo has agreed to print the logos of these organizations on the back of the t-shirts. As an additional aspect of their partnership with the Games, Speedo will also offer swim clinics in each city. These clinics will be taught by top swim coaches and Olympic athletes. The Greater San Diego Inner-City Games and Speedo will host swimming clinics throughout the county.

ITS ALL ABOUT PARTNERS AND COLLABORATION

One of the goals of the Greater San Diego Inner-City Games is to work with and assist existing organizations that share the common goals of the Games. Because the aim of the Games is to provide year-round healthy, positive choices for youngsters, collaboration with partner organizations is extremely important. Thus, the Games is proud to be working closely with many wonderful organizations including:

AmeriCorps*Vista Program, A.T.S.-Athletic Transition Specialists, Boxers Against Drugs, Boys and Girls Clubs of San Diego County, Chart House, Inc., Diabetes Prevention Program, Escondido Community Health Center, Frogs, An Athletic Club, George E. Burns Family Junior Tennis Center, Governor's Council on Physical Fitness and Sports, Gulls Hockey Team, Hall of Champions, Institute of Amateur Athletes, Jazzercise, Inc., Kalasugan Community Services, Leon Williams Foundation, National Guard, Pathfinders, PAL-Police Athletic League, San Diego Chargers, San Diego City Schools, San Diego County Parks and Recreation, San Diego County Schools, San Diego Housing Commission, San Diego Padres, Serra Library System, Radio Shack, S.T.A.R. Program, TV Channel 39, Union Tribune, United States Marines, United States Air Force, United States Navy SEALS, YMCA's of San Diego County.

"SOUND MIND, SOUND BODY"

The Greater San Diego Inner-City Games is not just about physical activity and sports. An integral part of the games is the educational component. This consists of an essay contest (grades 6-8), a poster contest (grades 4-5), and a picture book contest (grades 3-5). Thanks to the tremendous support of the San Diego City schools and the County Office of Education, the information promoting these contests has already been distributed to the schools. All children participating in the educational contests will receive certificates signed by Junior Seau and Arnold Schwarzenegger and the opportunity to attend the September 17th Celebration at the Sports Arena. We look forward to receiving our first entries and seeing what great results stem from kids being

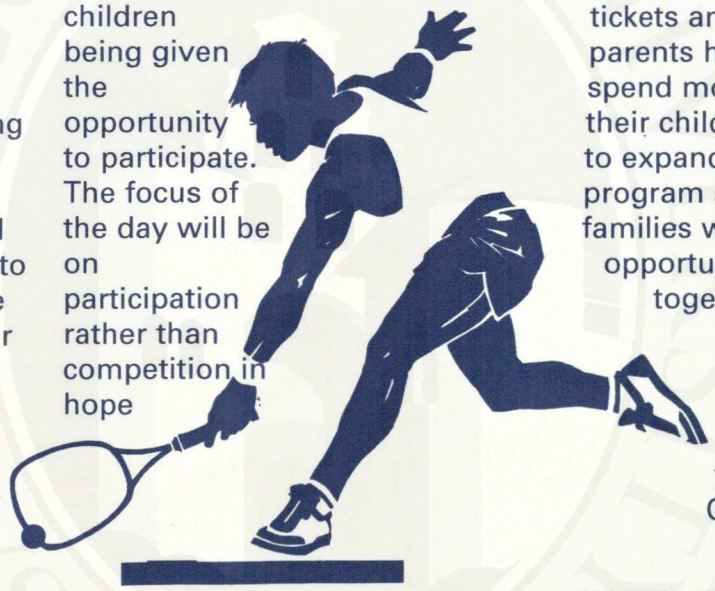
encouraged to use their positive creative energy. A special message of appreciation goes out to Education Committee Co-Chairs Florine Belanger and Janet Delaney for their continued help in the coordination of this effort. This wonderful partnership between the schools and the Inner-City Games will help the children of San Diego to successfully achieve the goal of the ancient Greeks—"Sound mind, sound body."

TWO NEW OPERATION FIT KIDS "SAFE HAVENS" TO OPEN

The sites have been chosen and work is underway for the opening of two new Operation FitKids "Safe Havens." The new locations will be at the Boys and Girls Club of Oceanside (thanks to the help of board member Willie Buchanon) and the Casa Familiar Civic Recreation Center in San Ysidro (thanks to Executive Committee Member Pat Zamora). Based on the success of the two Safe Havens already in operation (at Herbert Hoover and San Diego High Schools) these new additions promise to make an immediate positive impact on the kids and their communities. Safe Havens provide positive choices for kids during the after school, weekend, and summer hours and help them avoid the negative choices of gangs, drugs, and violence. Special thanks to Operation FitKids Executive Committee Member Ken Germano and the fitness consortium of Nautilus, StarTrac, Stairmaster, and The Step Company for donating the exercise equipment to make this possible.

SPORTS AND FITNESS ACTIVITIES/ CLINICS

The organization of the various sports and fitness activities/clinics of the Greater San Diego Inner-City Games is underway. The philosophy behind the activities is that they will serve as an opportunity, for children who previously have not had the chance or financial backing, to learn the skills of lifetime sports. Activity days will begin with a clinic providing information about the particular sport and instruction on the skills required, then culminate with the children being given the opportunity to participate. The focus of the day will be on participation rather than competition in hope



that each child will have a positive and fun experience. As part of the year-round component of the Games, at the conclusion of the event the youngsters will receive information on where they can go in their neighborhood to continue pursuing the activity. In order to help ensure that the children will be able to further pursue these activities in their neighborhoods, the Greater San Diego Inner-City Games Council is currently soliciting equipment from sporting goods manufacturers to be used in the clinics and then donated to the partner organizations of the Games.

INNER-CITY GAMES HELPS FAMILIES TO TAKE TIME OUT

The Family Time Out program is successfully underway. Over 3000 families have had the opportunity to spend quality time together while enjoying the action of San Diego Gulls Hockey. In today's society, because of the many economic and personal demands faced by parents, the amount of time that families spend together is often quite limited. Therefore, we thank board member Ron Hahn and the San Diego Sports Arena for generously donating these tickets and helping to ensure that parents have the opportunity to spend more quality time with their children. We look forward to expanding the Family Time Out program so that San Diego families will also have the opportunity to spend time together attending plays, movies, concerts, museums, art galleries, as well as sporting events throughout San Diego County.

HIP-HOP DANCE CONTEST

One of the exciting aspects of the Greater San Diego Inner-City Games is the Hip-Hop Dance Contest. Because of their strong concern for children, Jazzercise founder Judi Sheppard Missett and ESPN super dance star Pepper Von created a Hip-Hop routine that has been filmed, and currently is being distributed via video cassettes to the partner organizations of the Games. San Diego area children, organized in groups of 5-person co-educational teams, will learn this routine and participate in the Greater San Diego Inner-City

Games Dance Contest. The winning teams will showcase their talent by performing at the September 17th Celebration of the Games at the Sports Arena. This event is sure to be a wonderful opportunity for the children. We commend and thank Pepper Von and Judi Sheppard Missett for their assistance.

MINI-OLYMPICS AT MILITARY BASES

Board member Rear Admiral Ray Smith is chairing a committee of commanding officers and military base athletic directors to coordinate the development of mini-olympic days to be hosted on the eight military bases in the San Diego area. Because of the wide range of facilities available on the bases, they are an ideal place to host activities for the children. The idea, which is currently being finalized, is that each base will host a day in which kids from the inner-city will come to the bases and have the opportunity to participate in recreational and educational events in which they typically do not receive the chance to partake. Once on the bases, the children will spend the day rotating from station to station and participating in activities such as horseback riding, sailing, golf, bowling, tennis, and various educational components. A resource guide will be available at the end of the day to ensure that if the children are interested in a certain activity they will have information regarding opportunities to participate in their community. We thank Admiral Smith as well as the commanding officers and athletic directors on the bases for their efforts in helping to make this event a truly rewarding experience for the children.

GREATER SAN DIEGO INNER-CITY GAMES

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GOVERNOR'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

"Helping Kids Make Positive Choices!"

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OPERATION FIT KIDS