[ms-0398.027.010.033]

4:30 - International Ballroom West

O. J. Simpson with John McKay, Tulley Brown (far r.) and first group of Direction Sports teacher/coaches, November, 1968.

Messrs. Simpson and Brown will make a presentation in the International Ballroom West, Monday at 4:30. The purpose of the program is to inform mayors:

1. How they may have a Direction Sports demonstration project in their city, and
2. How they may enter a team this fall in America's first national inner-city playoffs, an official program of the National Bicentennial Sports Alliance.

Direction Sports is an educational/motivational program for less advantaged youth considered by many experts to be America's most successful urban youth organization. Since 1968 the program has provided over one and a quarter million successful child hours of service with psychometrically documented results in:

1. Decreased contact with the law.
2. Significantly increased motivation to learn.
3. Significantly increased learning skills.
4. Significantly increased self-concept.

AMERICAN REVOLUTION BICENTENNIAL 1776-1976 ®

A ten-minute segment of NBC's Emmy Award documentary on Direction Sports will be shown.