



BOYS & GIRLS CLUB
OF BURBANK AND
GREATER EAST VALLEY

FOR IMMEDIATE RELEASE

Contact: Shanna Warren, Executive Director, Boys & Girls Club of Burbank and Greater East Valley, Shannawarrenbgc@aol.com

**LEBRON'S DECISION RESULTS IN GENEROUS DONATION FOR Local Boys & Girls Club!
*Nike basketball gear, HP computers, and cash grant,***

Burbank, July 1, 2011 – Thanks to the generous donation of the LeBron James Family Foundation, Nike and HP, Boys & Girls Club was able to strengthen its athletics and education programs for its members. The Club received a donation of 50 pairs of shorts, 125 jerseys and 24 basketballs from Nike. From HP, the Club received 16 state-of-the-art HP computers, one laptop and 15 desktops with monitors. Each computer came with donated education and productivity software from Microsoft. LeBron's Family Foundation provided the Club with \$2,000 in cash support to help to assist with the set up of any additional equipment or services needed in the tech center. In all the donation totaled over \$35,000 in value.

“Young people have the potential be successful at anything they set their minds to” said, LeBron James, “And I believe that Boys & Girls Clubs provide the inspiration our kids need to reach their goals.”

Revenue from LeBron's “decision” broadcast during the summer of 2010 resulted in a \$2,000,000 donation, which was distributed to 59 Boys & Girls Club organizations across the country. In addition, Nike contributed \$500,000 in athletic equipment and HP donated 1,000 computers, making the total value to \$3,000,000.

“We are honored the LeBron James Family Foundation, Nike and HP have invested in the youth of our community,” said Shanna Warren, Boys & Girls Club of Burbank and Greater East Valley's Executive Director., “Our Club members will be better served by having these great new resources in our Club.”

About the Boys & Girls Club of Burbank and Greater East Valley

The Boys & Girls Club of Burbank and Greater East Valley was founded in 1995 as a response to the local need for safe, healthy, productive activities for youth during after-school hours.

The Boys & Girls Club of Burbank and Greater East Valley, located at 2244 N. Buena Vista St. Burbank, CA 91504 Telephone: 818-842-9333. Website: www.bgcburbank.org

About The LeBron James Family Foundation

Founded in 2004, the LeBron James Foundation empowers children and single-parent households through innovative programming and initiatives, strengthening the ties between family members and building hope through education, physical fitness and better health for those who are dealing with adversity. Among the Foundation's most important national programs is the Playground Build Initiative, which is focused on developing family-centered safe play spaces where children can be physically active in a multi-dimensional environment that encourages creative play. It began in 2008 during the NBA All-Star activities in New Orleans, LeBron and his foundation installed a playground at the St. Bernard

Recreation Center, and in 2009, in Phoenix, during the All-Star activities, a playground was installed at the Robson Boys and Girls Club, in Phoenix, Arizona, and in 2010 at the Boys and Girls Club in Dallas, TX. In addition, the Foundation hosts the "King for Kids Bikeathon," a fun-filled family event that honors area children while promoting physical fitness and raising awareness and critical funding for important community initiatives focused on empowering children and families, whose proceeds are donated to the Akron Area YMCA and the Akron Urban League.

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