



.....**MEDIA ALERT**.....

NFL AMBASSADOR CHRIS DRAFT AND PARTNER FIRST BOOK TO HOST LET'S READ. LET'S MOVE. EVENTS FOR NYC YOUTH



WHAT: The Madison Square Boys & Girls Club's Joel E. Smilow Clubhouse in the Bronx, the Variety Boys & Girls Club in Queens, and the Thomas S. Murphy Clubhouse in Brooklyn will host NFL Ambassador Chris Draft, who will be in New York City to host a series of events for New York City youth, encouraging them to "Let's Read, Let's Move." This initiative seeks to combat childhood obesity and summer reading loss. The visit is to promote the power of fitness & reading and the importance of preparation.

Draft, in partnership with First Book, will distribute books and NFL Play 60 shirts to all members in attendance.

The Let's Read. Let's Move initiative seeks to combat childhood obesity and summer reading loss by engaging youth in increased reading and physical activity, as well as by providing access to healthy, affordable food. The initiative is an Administration-wide effort led by the Corporation for National and Community Service in collaboration with First Lady Michelle Obama and five federal agencies - U.S. Department of Education, Department of Interior, Department of Health and Human Services, Department of Agriculture, and Institute of Museums and Libraries.

"These visits show kids that reading, studying, and exercise are important to succeed in life, said **Chris Draft.**"

WHEN & WHERE **Monday, August 22 at 1:00 P.M. at the Joel E. Smilow Clubhouse, 1665 Hoe Avenue, Bronx, NY 10460**

Tuesday, August 23 at 9:30 A.M. at the Variety Boys & Girls Club of Queens, 2112 30th Road, NY, NY 11102

Tuesday, August 23 at 1:00 P.M. at the Thomas S. Murphy Clubhouse, 2245 Bedford Avenue, Brooklyn, NY 11226

About Madison Square Boys & Girls Club

Since 1884, the Madison Square Boys & Girls Club has been providing after-school and summer programs for thousands of children in New York City's most disadvantaged communities. By providing proven education, recreation and guidance programs in a safe and nurturing environment that many children consider a second home, we help our young participants lead happy, healthy and productive lives. A founding member of the Boys & Girls Clubs of America, Madison currently serves more than 5,000 youth ages six to eighteen at seven sites throughout the Bronx and Brooklyn as well as Camp Madison in Kingston, New York. For more information, visit our website at www.madisonsquare.org.

About Variety Boys & Girls Club

The Variety Boys & Girls Club of Queens is the largest after-school program in Western Queens. Youngsters enjoy a safe, active and positive environment as a constructive alternative to the streets. The Variety Boys & Girls Club provides a broad range of youth programs in five core areas that include personal & educational development, citizenship & leadership development, cultural enrichment, health & physical education, and social recreation. For more information, visit our website at www.vbgcq.org.

About The Chris Draft Foundation

The Chris Draft Foundation seeks to make a lasting, positive impact on children, families, and communities. Using the inspiration and lessons learned while working with youth and families throughout his college and professional career, Chris Draft and the Chris Draft Family Foundation engage in community projects that support youth, families, schools, civic groups and health awareness organizations.

###