



**FOR IMMEDIATE RELEASE**

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5<sup>th</sup> Annual Spring Tournament & Celebration  
***Futbolito Pacoima***

*A 5 v 5 fast soccer league in the Northeast San Fernando Valley*

**Pacoima, CA** (May 2011) – Youth Speak Collective – a non-profit, youth-driven initiative that empowers low-income communities in the Northeast San Fernando Valley with the skill to pursue higher education and create strong communities – **Local Elected Officials, LA84 Foundation, Wells Fargo Bank, Walgreens, the Department of Parks and Recreation**, along with local community leaders will gather on Saturday morning June 4<sup>th</sup>, 2011 at Hubert Humphrey Park, located at 12560 Filmore St, Pacoima, CA for the Annual Spring Tournament Finals. The event will celebrate the athletic accomplishments of the participating youth, who through the sport of *Futbolito* have managed to rise above the influence, and serve as positive role models for the surrounding youth in the Pacoima community.

Youth and their families, community leaders, and local businesses have come together to collaborate with Youth Speak Collective's *Futbolito Pacoima* to support the 2011 Spring Tournament Finals. This project has been made possible by the LA84 Foundation, City of Los Angeles GRYD Program, Westcoast Sports Associates, U.S. Soccer Foundation, Wells Fargo Foundation, Walgreens and the Department of Recreation and Parks. *Futbolito Pacoima* has developed athletic communities where youth that live in poverty come together and engage in a competitive sport to acquire positive character values, skills and knowledge of sports and citizenship.

***"Futbolito Pacoima has been an important prevention strategy to engage at-risk youth in a constructive activity after school and on the weekends," says David Kietzman, Executive Director of Youth Speak Collective. This annual tournament is an exciting event where youth ages 11-15 are able to showcase their soccer skills and show pride for their community."***

- WHAT** The *Futbolito Pacoima* 2011 Spring Tournament Finals, an innovative mini-soccer league dedicated to working with at-risk youth living in the northeast San Fernando Valley. The tournament includes presentations by local community leaders and YSC staff.
- WHEN** Saturday, June 4th, 2011, 9am - 2pm  
Activities will include food, music, tournament, all-star game and awards ceremony
- WHERE** Nike Court at Hubert Humphrey Park, 12560 Filmore St, Pacoima, CA 91331
- VISUALS** Local Soccer stars  
Los Angeles area youth in attendance  
High-tech futsal court made with Nike Grind  
Futbolito Pacoima area All-Star team

**Media Note:** Youth Speak Collective staff, High School students, volunteers, and local community leaders are available for interviews. For more information, please contact Melissa Khamvongsa at 818-890-2928.

### **About Let Me Play**

Nike's Let Me Play program is a signature community effort to expand the company's commitment to sports and physical fitness for youth through the recognition that by playing sports, young people can make themselves, their communities and their world better. In addition to building surfaces for play, Let Me Play provides grants and product donations to support young people in their quest for sport; and it brings volunteers, organizations and decision-makers together to improve opportunities that help youth grow up healthy and active. For more information, [http://www.nikebiz.com/responsibility/community\\_programs/let\\_me\\_play.html](http://www.nikebiz.com/responsibility/community_programs/let_me_play.html)

### **About Nike**

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned Nike subsidiaries include Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. For more information, [www.nikebiz.com](http://www.nikebiz.com)

### **About LA84 Foundation**

The LA84 Foundation was established to manage Southern California's share of the surplus from the highly successful 1984 Olympic Games in Los Angeles. The Foundation received \$93 million at its inception and, since then, has invested \$182 million in sports programs serving more than two million youth in the eight Southern California counties of Los Angeles, Imperial, Orange, Riverside, San Bernardino, San Diego, Santa Barbara and Ventura. Its headquarters is located in the historic Britt House near downtown Los Angeles where it houses the world's premier sports library and meeting facilities. The Foundation convenes numerous forums for the exploration of the most pressing issues in sport. For additional information, please visit [www.LA84Foundation.org](http://www.LA84Foundation.org)

### **About Youth Speak Collective**

Youth Speak Collective (YSC), a 501 (c)(3) non-profit organization, is a youth-driven initiative empowering low-income communities in the Northeast San Fernando Valley with the skills necessary to pursue higher education and create strong communities. Since its inception, Youth Speak Collective has provided youth with important opportunities to engage in the community's civic activities and to give them a way to channel their intellect and ambition in a productive manner. The program **Futbolito Pacoima** engages at-risk youth from the Northeast San Fernando Valley to play soccer, build character and develop life skills. Futbolito (futsal) is a fast paced version of soccer played with 5 man teams on a basketball sized court with smaller goalposts and a smaller, heavier soccer ball. [www.youthspeakcollective.org](http://www.youthspeakcollective.org)