



**BOYS & GIRLS CLUB  
OF CAMDEN COUNTY**



**FOR IMMEDIATE RELEASE**

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**NBA CARES HOSTS ALL-SPORTS DAY TO HELP  
BOYS AND GIRLS CLUB OF CAMDEN COUNTY TO “TIP OFF” ITS SUMMER CAMP PROGRAM**

**CAMDEN, NJ (June 24, 2008)** – A Dream Team of basketball greats, current players, celebrities and VIPs joined the Boys & Girls Club of Camden County today for some fun, fitness and learning. The National Basketball Association (NBA) brought its own brand of excitement to Camden to start off the Club’s Summer Camp Program.

Philadelphia 76ers players, including Andre Igudoala, Thaddeus Young and Jason Smith, and former WNBA Player Kym Hampton not only dazzled the boys and girls in attendance with their moves, but they also took the opportunity to drive home some critical messages.

“Having successful athletes speak to our campers about the importance of education, health and leadership is important,” said Milford Liss, Executive Director of the Boys & Girls Club of Camden County. “These children look to professional athletes as role models and when they speak about these critical life skills, the children listen.”

Nearly 300 summer campers from both the East Camden and Parkside Clubhouses of the Boys & Girls Club of Camden County rotated through different activity stations throughout the day, including basketball, swimming, dance, the NBA JamVan, and even a “reading time-out.” The team talent on hand for the day emphasized that through education, success is achievable.

Camden Mayor Gwendolyn Faison, American songwriting and production team Kenny Gamble and Leon Huff (a Camden native), as well as the Ambassador of 76ers Basketball, World B. Free, and NBA Legend and Hall of Famer, Bob Lanier, worked with the boys and girls to reinforce the importance of education and the value of learning lessons on and off the court.

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“We are proud to be a part of the tremendous work the Boys & Girls Club of Camden County does every day,” Lanier said. “Everyone needs a role model, and we’re thrilled that the NBA, through our staff and players, can not only bring a day of fun for these boys and girls, but provide them with the inspiration to achieve their dreams.”

The Philadelphia 76ers’ Basketball 101 staff showed the Club members the basics, while the Sixers Dance Team dazzled with their latest dance moves. Survivor winner Ethan Zohn demonstrated a few moves of his own with a soccer ball, while swimmers associated with the Boys & Girls Club provided swimming safety tips.

The day-long celebration ended with a ceremony, group photo and the opportunity for autographs. Club members will have the opportunity to relive the fun and excitement of the NBA All-Sports Day when the event is televised on ESPN during the NBA Draft.

Boys & Girls Club of Camden County Founding Board Member, Lewis Katz, took the opportunity at the event to recognize and commend members of the Camden Board of Education for their continued support of the organization, calling them, “shining examples of dedicated public servants striving to improve the futures of the children they serve.”

“The Camden Board of Education is to be commended for its continued commitment to the children of this City,” Katz said. “The partnership with the Boys & Girls Club is resulting in new academic and recreational opportunities and achievements for the children of Camden.”

**About NBA Cares** - NBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important social issues in the United States and around the world. Through this umbrella program, the NBA, its teams and players have donated more than \$81 million to charity, completed approximately 550,000 hours of community service and created more than 300 places where kids and families can live, learn and play. NBA Cares works with internationally recognized youth-serving programs that support education, youth and family development and health-related causes, including: The American Red Cross, UNICEF, the Make-A-Wish Foundation and the Global Business Coalition on HIV/AIDS, Malaria and Tuberculosis.

**About the Boys & Girls Club of Camden County** - In its 7<sup>th</sup> year of operation, the Boys & Girls Club of Camden County strives to inspire and enable the young people of Camden to realize their full potential as productive, responsible and caring citizens. The Boys & Girls Club of Camden County currently has two Clubhouses welcoming over 3,000 children in the city of Camden. This year’s summer camp will be celebrating environmental friendliness with activities surrounding a “Go Green” theme.