



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

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MEDIA ADVISORY/PHOTO OPPORTUNITY

**Portland Parks & Recreation announces gift from Nike
this Tuesday, January 26, at Lane Middle School**

**Commissioner Nick Fish will accept the donation of
4,000 jerseys, valued at over \$162,000, for the
Saturday Youth Basketball League, a recreational and
competitive program for middle and high school
students**

What: Presentation of jerseys during a special shoot-around of
Youth Basketball teams

Who: Portland Parks Commissioner Nick Fish
Craig Cheek, Nike VP/GM North America

When: 11:00 a.m., Tuesday, January 26

Where: Gym, Lane Middle School, 7200 SE 60th Avenue, Portland

(Portland, OR) – Portland Parks & Recreation will accept a donation of 4,000 jerseys, valued at over \$162,000, from Nike for the Saturday Youth Basketball League at a special event at 11 a.m. on Tuesday, January 26 at Lane Middle School in southeast Portland.

On hand for the ceremony will be Parks Commissioner Nick Fish, who will accept the donation on behalf of the city; Craig Cheek, Nike VP/GM

North America; Portland Parks & Recreation director Zari Santner; Portland Parks Foundation executive director Linda Laviolette; and over fifty young participants in the basketball program.

“This donation will build on Nike’s longtime partnership with Portland Parks & Recreation, including the Nike Go card program, which allowed low income kids to participate in Parks’ activities, support of our Summer Playground program, the restoration of our basketball and tennis courts, and donations of much-needed sports equipment,” noted Commissioner Fish. “Through their generosity, Nike and Portland Parks & Recreation are partnering to keep Portland’s kids active and healthy.”

Saturday Youth Basketball League

Portland Parks & Recreation has provided a youth basketball program since the 1940s. This program provides Portland youth of all ages, backgrounds and skill levels with a safe, fun opportunity to enjoy recreational and competitive basketball in an environment that emphasizes fair play and sportsmanship, while learning the skills needed for basketball and for life.

There are over 3,000 boys and girls from 4th grade through high school participating in 270 teams during the 2010 season. Over 600 volunteer coaches and parents help manage the program, and nearly 135 referees and gym supervisors are employed to make sure that the 150 games played each Saturday at 29 different gyms throughout the city from January through March, are run smoothly and safely.

At many locations, students, including those in the four teams at Portland Parks & Recreation’s SUN Community School at Lane Middle School, are required to maintain a certain GPA level in order to participate in the program. As a result, their participation in Saturday Youth Basketball has enabled many students to excel in the classroom, as well as on the basketball court.

Historically, this program has exemplified Portland Parks & Recreation’s mission to “provide recreation services and programs that contribute to the health and well being of residents of all ages and abilities.” The number of participants who have been involved in this program in the past – and will continue to participate in the future – demonstrates the important role the Saturday Youth Basketball program plays in the lives of Portland’s youth.

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