



NEWS RELEASE

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Boys & Girls Clubs of San Dieguito's CEO and Chairman of the Board to attend the White House for Boys & Girls Club Day of Advocacy!

Solana Beach, Calif. (March 11, 2014) – Boys and Girls Clubs of San Dieguito Chief Executive Officer, David H. Crean, and Chairman of the Board, Edward P. Wallace, will be attending the Boys & Girls Clubs of America *Day of Advocacy* in Washington, D.C. on March 25-26. Leaders from 99 Major Metro Boys & Girls Clubs (out of 4,000 individual Boys & Girls Clubs across the nation) have been invited to be a part of this historic event.

"I am honored and privileged to be a part of such an outstanding event that can impact the Boys and Girls Club movement in such a positive way," stated BGC San Dieguito CEO David H. Crean. "It is my chance as the leader of this BGC San Dieguito to speak on behalf of this organization and make sure we can stay at the forefront as a leader in San Diego for youth programs and after school care."

This collective movement serves as an opportunity for the Major Metro Boys & Girls Clubs to be the voice of all Boys & Girls Clubs to promote the BGC message in force, build brand awareness, and garner new support to continue having an impact in the lives of youths across the nation. Major Metro Boys & Girls Clubs are defined as clubs with a budget of \$3 million and above, or clubs with a budget between \$2.5 million and \$3 million and are located in a community that is in the top 30 DMA markets or has a population of 500,000 or more.

Major Metro Organizations represent only 8.7% of the Boys & Girls Clubs Movement, but bring in 46% of the Boys & Girls Clubs of America revenue (\$584,108,978). There are 1,151 major metro clubs across the Country with 664,367 registered members, 18,708 club staff members, 6,255 board members, and 64,935 volunteers.

Day of Advocacy will begin with a luncheon on Tuesday with Boys & Girls Clubs of America CEO Jim Clark, followed by a session on the unified messaging and a briefing at the White House. The next day will be scheduled meetings on Capitol Hill with members of Congress.

About Boys & Girls Clubs of San Dieguito

The Boys & Girls Clubs of San Dieguito, founded in 1966, is a non-profit organization dedicated to providing positive activities to develop the education, health, self-esteem and character of youth. Today, the organization is one of the most successful Clubs in the country serving more than 20,000 youth in the San Dieguito community to include Carmel Valley, Del Mar, Encinitas and Solana Beach. Our various branches offer exceptional programs for youth to include:

- Personal development through six Core Program Areas
- Clean facilities with dedicated, caring staff members who provide a safe environment for youth
- Quality after-school programs and activities at affordable prices
- Diverse summer camps to fit the needs of all campers
- Innovative specialty programs in academics, music and arts, athletics, and healthy living

For more information on Boys & Girls Clubs of San Dieguito, please visit us at www.bgcsandieguito.org