



MEDIA ADVISORY **PHOTO-OP**

GOOD SPORTS DONATES FOOTBALL EQUIPMENT TO CAMBRIDGE POP WARNER WITH HELP OF NEW ENGLAND PATRIOT ERIC ALEXANDER

Good Sports is donating new helmets and shoulder pads to Cambridge Pop Warner with Eric Alexander's help.

WHEN: Monday September 22nd, 2008
6:30

WHERE: Russell Field
362 Rindge Avenue (for mapping purposes, not exact)
Cambridge, MA 02140

DETAILS:

- Good Sports is donating over \$10,000 worth of new helmets and shoulder pads to Cambridge Pop Warner's football team
- Eric Alexander, a Good Sports supporter and linebacker for the New England Patriots, is generously donating his time to help hand out the equipment to the young players
- Good Sports, a Boston-based non-profit organization, aims to increase youth participation in sports by donating equipment to community organizations serving disadvantaged youth.
- Cambridge Pop Warner is an athletic program for dedicated youth from the City of Cambridge and has been in existence for over twenty years. Part of their mission is to raise money for scholarship funds in order to offset the participation fees for those who cannot afford it.
- Prior to this donation, the team had been in search of new equipment to replace their old and unsafe inventory. Good Sports is providing Cambridge Pop Warner the opportunity to safely equip every player who wishes to participate and learn the game of football.

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