



EVENT FACT SHEET

WHAT:	A celebration day at River City Youth Foundation for more than 2,000 Fathers and kids who participate in contests, bonding games, and learning activities. Austin's only Father's Day-related event for the community. Opportunity for a dad to win a \$500 Grand Prize!
PURPOSE:	To encourage fathers to spend more time with their children in school and at home. To engage the strengths of fathers in helping to shape their communities and to foster student learning and social and academic development.
DATE:	SUNDAY, June 7, 2009 12-4 PM (2 weekends before Father's Day)
TIMES & LOCATIONS:	Event starts at 12 P.M. with the parade at Mendez M.S. (5106 Village Sq. Dr.) Parade ends at River City Youth Foundation for community fiesta, free food, and father contests/activities with cash prizes (5209 S. Pleasant Valley-corner of Pleasant Valley/Stassney).
ACTIVITIES:	<ul style="list-style-type: none">❖ Father's Parade w/ Dads, Schools, Churches, Groups❖ Student Essay Contest with \$100 Girl/Boy Prizes❖ Crowning of the "Dad of the Year"❖ Father-Student Bonding Games❖ Dad's Field Tournament with \$500 Cash Prize❖ Other Cash Prizes & Awards.
PARKING:	Parking at Mendez M.S. Free shuttles to/from Mendez/RCYF.
SPONSORS:	River City Youth Foundation, FACE (Fathers Active in Communities & Education), New York Life, Univision Radio, Univision TV, AISD, Amerigroup Corp.
PARTNERS:	Austin Police Department, Austin Fire Department, Capital Area Food Bank, Travis County, Wal-Mart, and many others.
ABOUT RCYF:	River City Youth Foundation is celebrating its 25 th year as one of a handful of Austin's oldest youth organizations. The award-winning youth and technology center is based in southeast Austin's Dove Springs community. It is a First Place National Keep America Beautiful Awardee whose programs have been modeled nationally and globally. Learn more about RCYF at www.rivercityyouth.org .
CONTACT:	Oné Musel-Gilley, 512-576-0219 omg@visiblypr.com .

###

