



## News Release

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# NBA Players Help Dedicated Dads Coalition Reach out to Dads and Youth in Kansas City

KANSAS CITY, MO - The Dedicated Dads Coalition, established in 2007 by the Mother and Child Health Coalition's Kansas City Healthy Start Program (KCHS), is partnering again this year with the Clay Johnson Foundation in the second annual **Kansas City Magic Weekend** on July 11 – 13, 2008.

KCHS's project director, Dr. Jean Craig, announced that the Dedicated Dads Coalition will sponsor a "Dedicated Dads Workshop" for dads or father figures and a "Basketball Clinic" for youth on Saturday, July 12, 9:00 am - 12 noon, at the College Basketball Experience in the Sprint Center located in downtown Kansas City. Dads or father figures will be asked to bring with them up to 3 youth, boys and girls, ages 8 – 19. While the adults attend the workshop, youth will have an opportunity to attend a basketball clinic conducted by Clay Johnson, with special guests and former teammates Los Angeles Lakers' stars James Worthy and Michael Cooper. Local and national players will assist with conducting the basketball clinic activities. The Dedicated Dads workshop will feature sessions on *Wisdoms of Wealth, Wellness and You*, and *Women and Children FIRST*. Participants in the workshop will have the opportunity to hear all 3 presentations.

These events will be followed by a "Celebrity Basketball Game" at the Municipal Auditorium for families to attend together that same evening. The total cost for all three events for each youth or

adult participant is \$10. Many current and former professional athletes from the National Football League and Major League Baseball will be participating in the weekend events to help provide support for youth programming and services in the community. Tickets for the game are on sale through Ticketmaster and the Municipal Auditorium box office.

“We are pleased to partner again with the Clay Johnson Foundation to help promote services and resources for youth and families,” said Dr. Craig. “Kansas City Magic Weekend events not only help raise funds for the Clay Johnson Foundation, they help raise awareness about the importance of dads or father figures in the lives of children through our Dedicated Dads Coalition workshops, and the importance of teamwork and skills necessary to be successful as a productive citizen for our youth.” Dr. Craig announced that the Mother and Child Health Coalition received a \$39,625 grant from the City of Kansas City, Missouri Neighborhood and Community Services Department, under the Neighborhood Tourist Development Fund Program, to support “Kansas City Magic Weekend.”

The Dedicated Dads Coalition was established in an effort to connect dads or other father figures to programs and services that can help them “be the best Dad they can be.” On September 22, 2007, the Coalition joined together with the Clay Johnson Foundation for the first “Kansas City Magic Weekend” and sponsored its first basketball clinic and Dedicated Dads Workshop. The legendary “Magic” Johnson was the celebrity guest for these events.

For additional information on the Kansas City Healthy Start Program and the Dedicated Dads Coalition, contact Dr. Jean Craig at 816-283-6242 Ext. 225 or Tyrone Yarbrough, KCHS community mobilizer, at 816-283-6242 Ext.240. Interviews are available upon request.

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Mother & Child Health Coalition promotes the health of mothers and children through community planning, education, advocacy and collaboration with organizations addressing infant mortality, immunization, childhood obesity, maternal health and child safety.

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