



MEDIA ADVISORY - PHOTO OPPORTUNITY

May 14, 2004

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**Local Children Shoot Hoops with the Raiders and 49ers
Celebrity Basketball Game to Benefit Variety Children's Charity and South Bay**

WHAT: In a special session before the "Battle of the Bay" celebrity basketball game, a selected group of children from around the County will join players and alumni of the San Francisco 49ers and Oakland Raiders for an autograph signing and one-on-one hoop sessions.

During the autograph session, Supervisor Pete McHugh will make a special presentation to Variety Children's Charity of Northern California. Variety, which donated more than 300 game tickets to disadvantaged families in Santa Clara County, is now expanding into the South Bay and Santa Clara County. Variety has pledged to use any game proceeds to assist South Bay children.

WHO: **Supervisor Pete McHugh, Chairperson, Board of Supervisors**
Ellen Goodman, Director, Variety Children's Charity of Northern California
Ward Farris, Battle of the Bay Producer, One5Promotions
San Francisco 49ers players and alumni
Oakland Raiders players and alumni
Children and families from shelters, County foster and CalWorks programs

WHEN: **Saturday, May 15**
11:15 a.m. – 12 Noon – Autograph Session (Upper Court)
11:30 – Presentation to Variety Children's Charity (Upper Court)
12 Noon – 1:30 p.m. – Alumni game (Supervisor Pete McHugh throws out the first ball)
1:30 p.m. – Raiders/49ers Game Starts
2:00-2:30 p.m. – Half Time Activities
3:30 p.m. – Game ends

WHERE: **Leavey Center, Santa Clara University**
500 El Camino Real, Santa Clara, 95035

WHY: The County of Santa Clara and Variety Children's Charity of Northern California work together to provide services to children in need in the South Bay. Variety's programs include life-enrichment activities, direct financial support, and product donations. The organization targets children who are challenged by physical and mental disabilities, poverty, abuse and neglect. Many of the children attending the Battle of the Bay game are disadvantaged or disabled.

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