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******PRESS RELEASE******

WHAT: Boys & Girls Clubs of Coachella Valley Sports Heroes Luncheon

DATE: Thursday, April 14, 2016

TIME: 11:00 a.m.

**LOCATION: Hyatt Regency Indian Wells Resort & Spa
44600 Indian Wells Lane
Indian Wells, CA 92210**



Boys & Girls Clubs of Coachella Valley Sports Heroes Luncheon a Knock Out of the Park
High School Scholar Athletes and Professional Athletes Walk Together to Commemorate Youth Programs

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of Coachella Valley**
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Indian Wells, California (April 28, 2016) – Attendees were treated to an afternoon of music, sports memorabilia, and athletic talent on Thursday, April 14, at the Boys & Girls Clubs of Coachella Valley Sports Heroes Luncheon. Celebrating its second year, the event recognized standout high school and professional athletes whose roots were established in the Coachella Valley.

Supporting the five clubhouses in the Coachella Valley, the Sports Heroes Luncheon highlighted how essential youth programs and mentorship are for developing children of character.

“There’s no question that athletic programs teach children and teenagers work ethic and discipline,” notes Jim Ducatte, CEO of the Boys & Girls Clubs of Coachella Valley Foundation. “The Boys & Girls Clubs of Coachella Valley harness those lessons and more, including art and music activities accessible to anyone.”

With the Boys & Girls Clubs of Coachella Valley Heatwave Jazz & Show Band performing in the background, the luncheon kicked off with a patio reception and silent auction showcasing autographed sports memorabilia graciously donated by the professional athletes. Kris Long of CBS Local 2 served as the emcee of the event, introducing the professional athletes and their past accomplishments.

The Sports Heroes Luncheon honored 22 top athletes from local high schools, and 28 scholar athletes, who excel both in the classroom and out on the field. After all the athletes were recognized, The Desert Sun, who partnered with the Boys & Girls Clubs of Coachella Valley and helped identify the recognized athletes, presented the Boys & Girls Clubs of Coachella Valley Foundation with a \$10,000 check to continue in excelling youth programs that undoubtedly benefit the community. The luncheon's MVP sponsors, the CBL Foundation and Cathy and Ed Rasmuson, and its gold sponsor, Eisenhower Medical Center, and many more also generously supported the Boys & Girls Clubs of Coachella Valley Foundation.

The five BGCofCV clubhouses are composed of Indio, La Quinta, Coachella, Mecca, and Desert Hot Springs. Serving over 7,800 young people in the Coachella Valley, the BGCofCV plays a critical part in providing tools to build successful and significant lives. For more information about the event and the Boys & Girls Clubs of Coachella Valley Foundation, call 760-836-1160, or email AGardner@bgcofvcv.org.

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