



IF IT HAPPENS IN COLLEGE SPORTS, IT HAPPENS HERE.

INTRODUCING

THE FIELDS & DREAMS FOUNDATION

CO-CHAired BY FORMER U.S. SENATOR BILL BRADLEY

CSTV SIGNS THE BOYS & GIRLS CLUBS OF AMERICA AS AN OFFICIAL PARTNER OF THE FIELDS & DREAMS FOUNDATION

THE FOUNDATION WILL ENHANCE OPPORTUNITIES FOR YOUNG PEOPLE IN ORGANIZED ATHLETICS

At CSTV, we *believe* in college sports. We believe organized sports provide young people an opportunity to achieve their athletic and academic dreams. We believe in sports as a vehicle for change for youngsters on a personal, social, and national level.

But that belief has been put to the test of late – for many in our most underserved communities it's become harder and harder to be a student-athlete. Budget cuts have greatly diminished physical education programs. Fields are overgrown, gymnasiums are in disrepair, and equipment is old and unusable. The breadth of athletic activities to which kids are exposed has narrowed at a time when need could not be greater. Communities faced with difficult budget choices cannot always provide the support necessary for qualified coaches and the most basic equipment.

Multiple national studies demonstrate that children, who participate in organized sports, have a significantly lower incidence of crime, drug use, and teen pregnancy than the general population. Additionally, athletes are better students, learn valuable life skills, and are better prepared to enter the work force than non-athletes. That's why CSTV has created the **FIELDS & DREAMS FOUNDATION**, dedicated to helping underserved high school students increase achievement through athletics. The Boys & Girls Clubs of America has signed on as an official partner of the foundation. Their local chapters will be among the first to benefit from the foundation's resources. In addition, The Boys & Girls Clubs of America will identify local communities in need – and together with CSTV will implement the foundation's initiatives targeting those who will benefit most.

CSTV'S FIELDS & DREAMS FOUNDATION IS UNIQUELY POSITIONED TO:

- Secure sports equipment and facility improvements through our advertisers and university partners.
- Implement an athletic-based mentoring and coaching program using current and former athletes and coaches.
- Expose junior and senior high school students to the breadth of college sports; for many, we will provide their first visit to a college campus.
- Generate more awareness for high school students to the wide variety of athletic scholarships.

Former U.S. Senator and basketball legend Bill Bradley will serve as co-chairman of the Fields & Dreams Foundation. Realizing this ambitious vision will require the cooperation, creativity, and generosity of a number of partners, including the Boys & Girls Clubs of America. Specifically, we seek partners and sponsors for funding one or more of a series of programs that will: coach and mentor students, supply equipment and improve facilities, and offer general operational support. Naming and publicity opportunities are available and creativity is welcome. To participate in this worthy community-based program, we encourage you to contact Barbara Shulman at 212-342-8740 or via e-mail at bshulman@cstv.com for more information.

Help us break the cycle of poverty for low-income students by **motivating** and **enabling** them to increase achievement through athletics.

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