



BOYS & GIRLS CLUBS
OF GREATER OXNARD AND
PORT HUENEME

FOR IMMEDIATE RELEASE
January 12, 2010

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**Boys & Girls Clubs of Greater Oxnard and Port Hueneme Kicks Off
Be Great Campaign**

(Oxnard, CA) – What do Denzel Washington, Martin Sheen, General Wesley Clark, Keary Colbert and Oxnard Chief of Police John Crombach have in common?

All five are products of the Boys & Girls Clubs. The faces of local alumni and community leaders – from when they were young members of the Club – will be appearing throughout Oxnard in 2010 promoting the important work of local Boys & Girls Clubs.

Billboards showcasing the Boys & Girls Clubs' new BE GREAT advocacy campaign will be posted around the city. The messages are part of a nationwide initiative by Boys & Girls Clubs of America (BGCA) to highlight key issues affecting today's young people, and the key role community-based organizations like Boys & Girls Clubs play in helping kids graduate from high school, achieve a healthy lifestyle and develop good character traits.

"BE GREAT is a call to action to kids that says they can and must realize their full potential to become productive, responsible and caring citizens," said Tim Blaylock, chief professional officer, [Boys & Girls Clubs of Great Oxnard and Port Hueneme](http://www.BeGreatOxnard.org). "However, it is also a call to action to adults to raise awareness about key issues and to generate support for the mission of the Clubs."

"This campaign will raise awareness and support for the Boys & Girls Clubs of Greater Oxnard and Port Hueneme that serve more than 7,200 youth annually," Blaylock said. "A future Keary Colbert, Chief Crombach or Denzel Washington is at one of these Clubs right now. We want to make sure that child – and every young person – has every chance to succeed and dream big."

The BE GREAT campaign emphasizes a spirit of optimism and hope, reinforcing the positive benefits of Boys & Girls Clubs by focusing on the personal success stories of accomplished alumni, celebrities and non-celebrities alike. At the campaign's Web site (www.BeGreatOxnard.org), visitors can learn more about featured alumni, join the alumni association, volunteer, become a member and make a donation.

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About the Boys & Girls Club

The Boys & Girls Clubs of Greater Oxnard and Port Hueneme exists to inspire and enable all young people to realize their full potential as productive, responsible and caring citizens. With three full-service clubs, 13 school program sites and one housing site, the organization is one of

the largest of its kind in California, serving 7,200 members annually. The group is also the first Boys & Girls Club of its kind to open a site inside a Juvenile Justice Center in the state of California. Program areas offered to youth include character and leadership development, education and career development, health and life skills, the arts, technology and sports, fitness and recreation. For more information, visit www.positiveplace4kids.org.

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