



BOYS & GIRLS CLUB
OF REDLANDS

PRESS RELEASE

FOR IMMEDIATE RELEASE
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**Boys & Girls Club of Redlands Launches “Boys & Girls Clubs Day for Kids,”
Celebrating “Meaningful Time” for Parents and Children**

Research: Kids Wish Parents Would Work Less, Spend More Outdoor Time with Them

Boys & Girls Club of Redlands announced the launch of “Boys & Girls Clubs Day for Kids” this week – a major new family event on our community’s calendar. Boys & Girls Clubs Day for Kids (BGC Day for Kids) will be an annual event celebrating the value of “meaningful time” between parents and children. BGC Day for Kids will be celebrated on Saturday, September 16 with millions of parents and kids participating in more than 2,000 events at Boys & Girls Clubs and other locations nationwide. In Redlands, Boys & Girls Clubs Day for Kids will be celebrated with hundreds of parents and kids participating in an event at our site at 803 West Brockton Avenue. Festivities will start at 1:00pm and conclude at 5:00pm. Families are encouraged to take advantage of the activities which have been planned.

This year’s Redland’s theme is “**Around the World.**” Each child will receive a passport, go to “Customs” to receive a fun trivia question, get stamped, and travel to one of the 10 countries being presented. After the passport has been filled up, each child will receive a prize. The festivities will also include food, music, and a jumpy house provided by the Redlands Recreation Department.

“Boys & Girls Clubs Day for Kids will provide the opportunity for every adult to take a break, celebrate, and renew their commitment to Redland’s children,” says P.T. McEwen, Chief Professional Officer, Boys & Girls Club of Redlands.

In the U.S. it seems there’s a day for just about everyone: Mothers’ Day, Fathers’ Day, Grandparents’ Day. But there’s one important group – arguably the most important in our country – that isn’t recognized: our kids. Unlike most other industrialized nations, the U.S. is one of the few nations that does not have a day set aside to honor its young people. In a country ranked first in wealth and productivity, we do not have a day in which we recognize our most precious resource.

Boys & Girls Clubs of America (BGCA) is spearheading a national effort to establish Boys & Girls Clubs Day for Kids as an “official day” on the National Calendar. The effort is backed by research showing that millions of Americans recognize the link between spending “meaningful time” with their kids and successfully combating the tough issues facing young people. Many parents say they don’t have the time, skills or resources to do as much for their children as they feel they should.

BGCA created BGC Day for Kids to foster stronger relationships between adults and children by educating them on the importance and value of spending meaningful time together. All families experience the pressures of contemporary life, regardless of their economic status, ethnicity, cultural background, or location. These pressures directly affect the amount of positive, quality time they are able to devote to their children.

www.dayforkids.org Launches

Boys & Girls Clubs Day for Kids has also launched a new Web site, www.dayforkids.org, featuring information on events around the country, plus resources for parents that will help them create “meaningful time” opportunities with their kids.

For more information on the Boys & Girls Club of Redlands, call 798-4599. Donations can be sent to P.O. Box 8416, Redlands, CA 92375.

About Boys & Girls Club of Redlands

Boys & Girls Club of Redlands (www.bgcr.org) is an affiliate of Boys & Girls Clubs of America. Known as “The Positive Place for Kids,” the Clubs provide guidance-oriented character development programs on a daily basis for children 6-17 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize character and leadership development, education and career development, health and life skills, the arts, sports, fitness and recreation.

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