

FOR IMMEDIATE RELEASE
Orange Bowl Committee
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PARK OF THE WEEK RECAP – OCTOBER 8

MIAMI LAKES, Fla.— On Saturday, October 8, 2011, the Orange Bowl Youth Football Alliance (Orange Bowl YFA) presented by Sports Authority visited the Key West Junior Football League as part of its Park of the Week program. The Orange Bowl YFA Park of the Week program presented by Sports Authority recognizes select youth football teams across South Florida each Saturday during the fall.

This past Park of the Week schedule involved a visit to the Key West Junior Football League. One of nine affiliated leagues in the Orange Bowl Youth Football Alliance presented by Sports Authority, the Key West Junior Football League promotes youth football and cheerleading in Key West and the Lower Keys for kids ages five to 14. The Key West Junior Football League offers both football and cheerleading in four different divisions; Flag, A Division, B Division and C Division. At each stop during its Park of the Week program, Orange Bowl Committee members, ambassadors and staff distribute promotional items and discounts from official Orange Bowl YFA sponsors and present each park with a commemorative plaque and a financial contribution for park improvements.

Now in its 13th season, the Orange Bowl YFA presented by Sports Authority serves more than 16,000 young football players and cheerleaders in nine youth football leagues across nine South Florida counties and has invested approximately \$4.5 million in youth sports in South Florida since 1999. In addition to its continued support of the Orange Bowl YFA, the Orange Bowl directly supports locally-based festivals and events, including those that provide participatory opportunities to youth from all over the world, such as Junior Orange Bowl, Orange Bowl Sailing Regatta Series and the Orange Bowl International Tennis Championships.

For 77 years, the Orange Bowl has been one of South Florida's leading civic organizations, driving tourism and economic development, while supporting scholarships and community athletic facilities. Inspiring thousands of student athletes every year, the Orange Bowl's activities help foster youth confidence, celebrate student achievement, engage the community and enhance the South Florida economy.

The Orange Bowl YFA is presented by Sports Authority, with additional sponsors American Airlines, Blue Cross Blue Shield of Florida, Chipotle Mexican Grill, Doctors Hospital, Hampton Farms, Marathon Petroleum, Urbieta Oil Co., MetroPCS, Nike, POWERADE, Sport Clips Haircuts, Sports Authority, Sun Life Stadium & The Miami Dolphins, Toyota, and Sparkling Ice.

For more information about the Orange Bowl and the Orange Bowl Youth Football Alliance presented by Sports Authority please visit www.orangebowl.org.

Orange Bowl YFA presented by Sports Authority Park of the Week Schedule for Saturday, October 15, 2011

Arrival	Park	Team	League
9:00 a.m.	West Boca High School		West Boca Tackle Football League
10:30 a.m.	Lake Lytal Park		Palm Beach Youth Football League
12:30 p.m.	Buttonwood Park		West Boynton Youth Football League
2:00 p.m.	Village of Wellington Park		Western Communities Football League
4:00 p.m.	Sunset Park	Broward Canes/Broward Panthers	National Youth Football League

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Photo captions

Key West 1 Photo Caption: On Saturday, October 8, 2011, the Orange Bowl visited the Key West Junior Football League during its Park of the Week program. The Key West Junior Football League is one of nine youth football leagues in the Orange Bowl Youth Football Alliance presented by Sports Authority. As part of the festivities during its visit, the Orange Bowl recognized the hard work and dedication of the Key West Junior Football League staff members. Pictured (L to R): Ambassador Geary Scott, Orange Bowl Youth Sports Manager Jose Regalado, Coach and League President Ralph Major, Coach Mindy Vinson, Coach and League Vice President Steve Vinson and Obie. (Photo Credit: Orange Bowl)

Key West 2 Photo Caption: In recognition of his tireless support and commitment to the Key West Junior Football League participants, the Orange Bowl honored Coach Sean McDonald with the Sports Authority Coach's Kit on Saturday, October 8, 2011 during its Park of the Week Program. Pictured (L to R): Coach Sean McDonald, Orange Bowl Youth Sports Manager Jose Regalado, Coach Mindy Vinson, Coach and League Vice President Steve Vinson and Obie. (Photo Credit: Orange Bowl)

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About the Orange Bowl

The Orange Bowl is a 341-member, primarily-volunteer non-profit sports organization that promotes and serves the South Florida community. The Orange Bowl Festival features a year-round schedule of events culminating with the Discover Orange Bowl on January 4, 2012. Other OBC core events include the MetroPCS Orange Bowl Basketball Classic, Orange Bowl Youth Football Alliance presented by Sports Authority, Orange Bowl International Tennis Championships, Orange Bowl Sailing Regatta Series and Orange Bowl Paddle Championships. For more information on the 2011-12 Orange Bowl Festival and its events, including promotional and volunteer opportunities through the Ambassador Program, log on to www.orangebowl.org.