

# FACT SHEET



## Mission:

*City Lites* mission is to promote health, nutrition and physical fitness awareness to all youth, and adults, with emphasis those physically challenged and or dealing with obesity and Diabetes related problems throughout the Greater Los Angeles areas.

## About Us:

Instituted in 2002, *City Lites* is a “501 C (3) “ non-profit organization and all donations are fully tax deductible. We are composed of concerned citizens, community leaders, organizations and parents who are committed to the *City Lites* mission. We operate with the assistance of sponsor participation dollars and partnered community special events that have a health awareness and education initiative.

## Corporate Support:

Current network includes:

- Wells Fargo
- Warehouse Shoe Sales
- (MTA) Metropolitan Transit Authority
- Brassbell Entertainment
- Hippyhop Party Shop
- Children’s Miracle Network / Children’s Hospital
- CSK Communications
- Los Angeles Police Dept.
- Supervisor Mark Ridley-Thomas District #2
- Costco Warehouse

## Organizational Outreach

- L.A. County Parks & Recreations
- Councilwoman Janice Hahn District # 15
- Councilman Bernard Parks District # 8
- Called To Destiny M/M
- Unity One
- Champion for Changes
- Youth Educational Sports, Inc.
- Schwinn Master
- L.A. County Bicycle Coalition
- Special Olympics
- Green Dot Public Schools
- New Life Generations

## Facts:

According to the Los Angeles County health report, nationwide, an estimated 20% of children and adolescents are overweight in Los Angeles County, the rate is even higher. A statewide physical fitness testing program of 5<sup>th</sup> through 9<sup>th</sup> grade students attending public schools showed that 30% of students in Los Angeles County were overweight and an additional 28% were are risk of becoming over weight.

## Philanthropy:

In order to successfully impact the community with our awareness efforts, *City Lites* goal is to raise funds to complete our sponsorship initiative. A percentage of the process from this event will be donated to various parks and schools to assist in re-establishing many of the trade workshops that were cut from the curriculum because of budget cut. There classes include Woodshop, Drafting, Auto Mechanics and Physical Education to name a few. Elementary,

Middle schools and High schools supported by *City Lites* philanthropic efforts include: Locke High, Fremont High, Jordan High, Crenshaw High, George Washington Prep, Bret Harte Middle, Markham Middle, Audubon Middle, Horace Mann Middle, 95<sup>th</sup> St. Elementary, Manhattan Elementary and Manchester Elementary

### **Why Support Us**

Becoming a member of the *City Lites* network gives our partners, sponsors and supporters the opportunity to advertise directly to families, community leaders and other businesses creating a potential new customer base. This exposure in and around our cities extends the advertising reach of our network partners helping them to reach many company goals. We welcome your involvement, commitment and financial contributions to help support and continue the *City Lites* mission. Network partners leverage the power of their brand by utilizing the following opportunities:

- Business / mixers
- Monthly strategy meetings
- Website Links
- Access to *City Lites* database

- Community engagement
- Corporate Marketing/Promotion
- Community related initiatives

*City Lites* promotes and/or assist with the following event:

By working together, we “illuminate” our lives and the lives of others as we pursue the American Dream.

### **Future Fundraiser / Activities:**

- Bike Clinic October 2009 - 2010
- High Desert Health Fair / Festival at San Bernardino County Fairgrounds (October 24<sup>th</sup>)
- Mini Bike Ride at Ervin (Magic) Johnson Park (April 10<sup>th</sup> 2010)
- Illuminate Ceremony Dinner & Award Show (May 2010)
- 7<sup>th</sup> Annual Inner City Marathon Festival & Health Fair (May 29<sup>th</sup> 2010)