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**FOR IMMEDIATE RELEASE**

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**SUBJECT: SAN DIEGO CHARGERS HELP KEEP AFTER-SCHOOL  
YOUTH PROGRAMMING AT SUMMERCREST**

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**San Diego, CA** – Summercrest Apartment Homes in National City recently received news that their “Critical Hours” after school program will be discontinued because of the loss of governmental funding. In response to this disheartening report, **Communities Advocating for Resident Empowerment (C.A.R.E.)** and the **San Diego Chargers** are hosting a community Summer KickOff event on July 6, 2007 from 10:00am to 1:00pm at Summercrest Apartments.

Funds raised through the sponsorship of this outreach event will directly impact the youth. C.A.R.E’s goal is to unite the community in finding a creative solution to the lack of funding for after school programs at Summercrest and other affordable housing developments.

Summercrest is home to 1,070 low and very-low income residents including 300 youth. Many of these extremely disadvantaged young people are living in a single parent household. Without a structured after school program many of these youth end up getting involved in gangs and abusing drugs.

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Always interested in helping critical causes important to the community, the San Diego Chargers jumped at the chance to get involved with C.A.R.E and this important event. The players will engage the youth in a practice session, and then talk about the goals and strategies they used to reach the NFL and achieve success in the face of adversity. These players embody real life success in achieving tangible goals, and they can instill a sense of possibility.

C.A.R.E., an affiliate of Las Palmas Housing, is a non-profit charitable corporation dedicated to providing comprehensive social services to low and very low income residents living at affordable housing communities. This 501 (c) 3 organization was created to provide children, youth, families and seniors with innovative programs and services that reinforce self-empowerment, foster economic independence and encourage community involvement. C.A.R.E. provides consistent, high quality, multifaceted social services and staffing by developing partnership and funding opportunities with a broad array of public and private sources.

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