



BOYS & GIRLS CLUBS
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Say Hey! For the Kids
Boys & Girls Clubs of San Francisco and The SF Giants Kick Off Campaign
to Make The Willie Mays Boys & Girls Club at Hunters Point a Reality

San Francisco, CA – Boys & Girls Clubs of San Francisco (BGCSF) and The San Francisco Giants -- in partnership with the Say Hey Foundation and Major League Baseball -- launched a campaign on Friday, May 4, 2007, to name Boys & Girls Clubs of San Francisco's new Hunters Point Clubhouse "The Willie Mays Boys & Girls Club at Hunters Point." The campaign officially kicked off at a pre-game, home-plate ceremony featuring Baseball Legend Willie Mays and Club members from Hunters Point.

Called "Say Hey! For the Kids," the campaign calls on fans to pay tribute to Mays and support the new Club in Hunters Point, while receiving the benefit of having their name memorialized at AT&T Park. Throughout the season, fans can purchase personalized baseballs, bats, and limited-edition gloves that will be encased in a new Willie Mays Tribute Wall to be built at AT&T Park. Proceeds will go toward providing programs and services to children and teens at the Willie Mays Boys & Girls Club at Hunters Point. For details and to participate in the campaign, visit www.sfgiants.com/sayhey or call 1-877-4SAYHEY(472-9439).

"We are really excited to honor Willie Mays, who became a sports icon and a national hero while playing right here in the Bayview/Hunters Point neighborhood," said Rob Connolly, president of BGCSF.

In honor of Mays's reputation as "the Ultimate Giants' All-Star," the renaming ceremony will take place on July 10, 2007 – the morning of San Francisco's first Major League Baseball All-Star game in 22 years. The ceremony is expected to feature Mays, Baseball Commissioner Allan "Bud" Selig, Giants President and Managing General Partner Peter Magowan, Mayor Gavin Newsom, City Attorney Dennis Herrera, Connolly, and members of the Club's Board of Governors, among others.

The Hunters Point Clubhouse, which is located at 195 Kiska Road, is a public/private partnership between the City of San Francisco and Boys & Girls Clubs of San Francisco. In response to escalating violence in the Bayview/Hunters Point neighborhood in 2004, Mayor Gavin Newsom and City Attorney Dennis Herrera approached Boys & Girls Clubs of San Francisco about taking over an old Rec & Park site located on San Francisco Housing Authority property.

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Mayor Gavin Newsom brought together the Mayor's Office of Community Development, the San Francisco Housing Authority, the Department of Children, Youth, and Their Families, and the San Francisco Police Department to play leading roles in this exciting new project. The new Clubhouse will be a part of the Communities of Opportunity initiative – headed by Director Dwayne Jones. Once completed, the Willie Mays Boys & Girls Club at Hunters Point will serve more than 200 children per day and will feature a new learning and technology center, an art studio, a teen center, a games room, a dance studio that can be used as a community room, a full-size gymnasium, an internal courtyard, a play yard, and an SFPD Community Policing office. A full-range of programs will be offered, including homework assistance, reading and math skills development, fine arts instruction, leadership programs, job training, community service projects, health and prevention programs, and sports, fitness and recreation programs – including Junior Giants Baseball and RBI leagues.

While undergoing renovation, the Hunters Point Clubhouse has been serving local young people six days a week with programs in areas including the arts, education, and sports & fitness. In addition, thanks to the support of the Giants Community Fund, the Good Tidings Foundation and former Giants Pitcher Kirk Reuter, the Willie Mays Boys & Girls Club at Hunters Point features a recently-renovated baseball field, where the Junior Giants Baseball Program is offered.

“In this All-Star season, the Giants and its partners thought it was only appropriate to honor one of baseball's most celebrated players and, with 24 All-Star Game appearances, the Giants' ultimate All-Star – Willie Mays,” said Larry Baer, Giants executive vice president and chief operating officer.

Mays' unparalleled accomplishments on the field have been well documented from the history books to the Baseball Hall of Fame to his bronze statue that adorns Willie Mays Plaza at AT&T Park. The Say Hey! For the Kids campaign will remind all who enter AT&T Park through the Willie Mays Gate that what Mays achieved on the field is only rivaled by what he did off the field for children.

Part of the community since 1891, Boys & Girls Clubs of San Francisco's mission is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. The Club currently serves more than 1,100 youth (ages six to 18) each day at nine Clubhouses located in the neighborhoods with the fewest resources. Clubs are open when kids need services most – after school, on school holidays and during the summer. For just a \$10 annual membership fee, the Clubs offer high quality staff, programs, and facilities in an environment that promotes respect, responsibility and fun. For more information, please visit our website at bgcsf.org.

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