



MEDIA ADVISORY

ATTENTION: ASSIGNMENT EDITORS, PRODUCERS, AND REPORTERS

FOR IMMEDIATE RELEASE

March 21, 2007

CONTACT: Angela Jones, Public Information Officer
(916) 440-1355, or (916) 919-3090
www.shra.org

CITY TO CELEBRATE PARTNERSHIP WITH MAGIC JOHNSON AT GRAND OPENING OF COMMUNITY EMPOWERMENT CENTER

WHAT: The City of Sacramento and the Sacramento Housing and Redevelopment Agency (SHRA) in partnership with the Magic Johnson Foundation will hold a grand opening of the Magic Johnson Community Empowerment Center. The center is one of only three in the state of California. Community Empowerment Centers serve as comprehensive one stop facilities to provide youth and adults access to technology and educational resources that will improve academic performance as well as prepare them for the emerging job market.

WHEN: Wednesday, March 21, 2007 – 1:30 p.m.

WHERE: Phoenix Park Resident Activity Center, 4400 Shining Star Drive, Sacramento, 95823

WHO: Former NBA Star Earvin “Magic” Johnson, Founder of “The Magic Johnson Foundation Institute”; Mayor Heather Fargo; Councilmember Bonnie J. Pannell; Anne Moore, Executive Director, Sacramento Housing and Redevelopment Agency (SHRA); Kathy Kossick, Executive Director, Sacramento Employment Training Agency (SETA).

Other sponsors of the Magic Johnson Foundation Community Empowerment Center include Freddie Mac, Microsoft, Sutter Health, PG&E, California Endowment, Best, Best & Krieger, Brown Construction, New Faze Development, Sacramento Convention Center & Visitors Bureau, and Florin Road Partnership.

WHY: Phoenix Park was chosen as the location for the center because of the success of the city’s community rebuilding effort and the positive impact on children and families through the provision of after school activities and summer programs, community resources, and service providers for residents.

The Magic Johnson Foundation is a non-profit organization founded in 1991 that focuses on improving and addressing the health, educational, and social needs of inner city residents. The Foundation has made a strong commitment to bridge the digital divide by providing technology grants to socially and economically neglected communities.

VISUALS: Remarks by Mr. Johnson; special presentations; photos with sponsors; ribbon-cutting; media interviews.

CALL FOR

SPONSORSHIPS: The Magic Johnson Community Empowerment Center is offering a unique opportunity for sponsorships to support the ongoing operations for the center. For more information, contact Tracie Stafford at (916) 525-2566.