



NEWS RELEASE

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FOR IMMEDIATE RELEASE

CITY CELEBRATES NEW SOUTH SACRAMENTO COMMUNITY INVESTMENT PARTNERSHIP WITH NBA ICON EARVIN "MAGIC" JOHNSON *SETA provides job training and computer technology resources at the Community Empowerment Center*

March 21, 2007 - Sacramento, CA. Sacramento city and redevelopment agency officials welcomed NBA legend Earvin "Magic" Johnson today in a celebration to cut the ribbon and open the doors to a new computer technology center in South Sacramento.

Mayor Heather Fargo praised Johnson for giving back to the community in an "incredibly meaningful" way.

"We want the children and adults of this community to feel connected, to feel empowered, and to feel that they, too, can change the world."

The City of Sacramento, Sacramento Housing and Redevelopment Agency (SHRA), and Sacramento Employment and Training Agency (SETA) have established a partnership with the Magic Johnson Foundation (<http://www.magicjohnson.org>) to locate a Community Empowerment Center at the award winning Phoenix Park housing community on Franklin Boulevard. The center is one of 23 that Johnson has opened across the country and the third in California in addition to centers in Oakland and Los Angeles.

City councilmember Bonnie Pannell represents District 8 where the computer center is located. She sees the partnership with the Magic Johnson Foundation as a win-win opportunity for South Sacramento.

"The Community Empowerment Center will create opportunities for youth and adults to develop and improve their technology skills, provide convenient access to job training and employment resources, and provide local businesses with more qualified applicants to support their workforce."



Magic Johnson joins City and Redevelopment Agency officials to cut the ribbon officially opening the Community Empowerment Center at Phoenix Park.



The Magic Johnson Foundation provided 25 computers, software, and other supporting equipment valued at \$100,000 with donations from corporate sponsors Verizon and Freddie Mac. Classes have already started with more people showing up to use the computers than the center can accommodate.

The Magic Johnson Community Empowerment Center provides after school access to students. Adults may use the center in the morning and open access hours are available in the evening.

Johnson asked everyone in the audience who was under age 18 to stand and then delivered a special message to them.

“There will be no more excuses,” Johnson said. “We built the technology center for you. You will now be on a level playing field. All the tools are inside. For all of you who have been dreaming, those dreams can come true now. All it takes is for you to educate your mind.”

The center is currently open three days a week. SETA provides staff support helping adults to write resumes and prepare for job opportunities. Youth and children can work on homework assignments after school and the center has open access in the evening. The center hopes to expand hours of operation in the near future.

For information about sponsorship opportunities to support ongoing operations at the Community Empowerment Center, call (916) 443-3800.

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SHRA (www.shra.org) is a Joint Powers Authority created by the City and County of Sacramento to represent both jurisdictions for affordable housing and community redevelopment needs. The Agency is the leading public developer of affordable housing and oversees residential and commercial revitalization activities in 14 redevelopment areas throughout the City and County. SHRA has a FY 2007 budget of \$233.8 million and approximately 302 employees. The Agency owns and manages 3,144 units of public housing and is one of the largest landlords in Sacramento. SHRA also administers approximately 11,000 rental assisted vouchers per month.

*“One Community, One Vision”
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