

# PRESS RELEASE



## West Ham United Scores with Inner City Kids

A chance of a lifetime for the youth of Toronto Youth Development's  
14<sup>th</sup> Annual Academic & Sports Enrichment Summer Camp

**Mississauga, July 21<sup>th</sup> 2008** – West Ham United Football Club is recognised for their vision and dedication towards the local communities in London, UK. In town for the Pepsi MLS Soccer All-Star Game on Thursday July 24, West Ham United will extend their community commitment globally, to a group of at-risk, inner-city boys and girls from the Regent Park, Toronto community, who are taking part in Toronto Youth Development's ASE Summer Camp.

**On Friday July 25<sup>th</sup>, at 12 p.m. the players and kids will be on BMO Field.** This event, brought to them by **Umbro Canada** – will allow the participants to work through some practice drills to help them develop their soccer skills. They will also have the opportunity to spend time with the players as they sign autographs.

Umbro Canada, West Ham United and Toronto Youth Development would like to invite you to attend the training session and have a chance to meet participants and players and hear them talk about their experience.

For more information, please contact:

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### **About the ASE program**

The Academic and Sports Enrichment (ASE) Summer Camp and After School College is an initiative by Toronto Youth Development. Its mission is to teach, mentor and challenge the youth through well-disciplined curriculum of academic subjects, sports and character development classes.

### **About Umbro**

**UMBRO** is a globally recognized football brand with rich heritage and an association with football spanning over 70 years. **UMBRO's** product range comprises of apparel,

footwear and equipment. Strong relationships with international iconic players that include John Terry, Michael Owen and Deco authenticate **UMBRO** as a leader in the market. The sponsorship of over 140 teams world-wide including the England FA, Everton, Glasgow Rangers, Santos, West Ham and many more throughout the world help increase **UMBRO**'s visibility on-field. .