

CITY OF JERSEY CITY

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Jersey City Recreation Department Receives 200 Basketballs from Nike “Let Me Play” Foundation Basketballs Distributed to Recreation Sites Throughout City

JERSEY CITY – Mayor Jerramiah T. Healy and the Municipal Council are proud to announce that the Jersey City Recreation Department was selected by the New Jersey Parks/Recreation Association to be the recipient of 200 basketballs donated by LeBron James of the NBA Cleveland Cavaliers and through Nike’s “Let Me Play” program.

On Friday, December 14th and Monday, December 17, 2007 the basketballs were distributed to various recreation sites where after school programs and activities are conducted.

"I would like to thank LeBron James and the Nike ‘Let Me Play’ Foundation for their generosity to the children of Jersey City,” said Mayor Healy. "Jersey City has a rich tradition of excelling in the sport of basketball, and this donation will further provide the opportunity for our youth to partake in an activity that promotes hard work and camaraderie."

LeBron James is a three-time NBA All-Star who plays for the Cleveland Cavaliers. Since basketball plays an important role in his life, LeBron James partnered with Nike in an effort to promote a positive environment where children of urban cities can build self-esteem and good sportsmanship.

“**Let Me Play**” is Nike's signature community effort and is part of their long-term commitment that gives access to the benefits of sport to all young people. Nike believes that sport is a catalyst for positive change in young people and the communities in which they live. Through innovative programs and partnerships, Nike strives to give a voice to young people through sport.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-686-7244.///

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