



**TEENS FROM ACROSS CITY UNITE AT
CHARLESTOWN BOYS & GIRLS CLUB / ANSIN YOUTH CENTER FOR
13TH ANNUAL UNITY WEEKEND BASKETBALL TOURNAMENT FEBRUARY 4**

Raises \$60,000 for YouthConnect's Work With at-Risk Youth and Families

FOR IMMEDIATE RELEASE

February 2, 2012 (Boston, MA) – Marquis Daniels, Mickael Pietrus and Sasha Pavlovic set aside their competitive edge on Saturday morning, February 4, to encourage and inspire Boys & Girls Clubs of Boston (BGCB) members. The three Boston Celtics players stopped by the Charlestown Boys & Girls Club | Ansin Youth Center as part of Boys & Girls Clubs of Boston's 13th annual Unity Weekend. The athletes talked to 80 Club members from across the city about sportsmanship, goal-setting and the hard work it takes to achieve your dreams, and then they ran the kids through warm-up drills before the Unity Weekend basketball tournament.

The tournament features eight cross-neighborhood teams composed of teens from BGCB's Clubs in Charlestown, Chelsea, Dorchester, Roxbury and South Boston.

“One important goal of Unity Weekend, beyond providing a day of teamwork, friendship and sportsmanship, is to break down the barriers that can exist between youth from different parts of the city in an effort to foster understanding and reduce violence,” said Josh Kraft, Nicholas President and CEO, Boys & Girls Clubs of Boston.

The basketball game follows the Boston Celtics Shamrock Foundation/BGCB Focus Partner Night at the TD Garden on Friday evening. All 80 participating Club members attended the Boston Celtics vs. New York Knicks game at TD Garden, where Rich Miche, a longtime Boys & Girls Clubs of Boston volunteer, was recognized as the Hero Among Us, and a check for \$50,000 was presented to Boys & Girls Clubs of Boston's Chair of the Board, Jonathan Davis. The Boston Celtics Shamrock Foundation will raise additional funds for BGCB via a week-long

text-to-give campaign [Text CELTICS to 20222 to donate \$5.00 to support Boys & Girls Clubs of Boston].

Funds raised through Unity Weekend benefit BGCB's YouthConnect, an advocacy and intervention program of BGCB in partnership with the Boston Police Department, whose mission is to help the most at-risk young people make positive life choices through trusting relationships with skilled and compassionate social workers. YouthConnect has served more than 10,000 high risk youth since its inception (as YSPN) in 1996.

Unity Weekend was conceived by 7NBC and CW56 station owner Ed Ansin in 2001 as part of his long-term commitment to YouthConnect. Ed and his brother, Ron, continue to be YouthConnect's most steadfast financial supporters. Sponsors are WHDH-TV, which is providing financial and promotional support on channel 7 and 56; Boston Celtics Shamrock Foundation; Bernie & Phyl's and Converse, which is providing 80 pairs of sneakers.

About The Boston Celtics Shamrock Foundation

The Boston Celtics Shamrock Foundation benefits children directly through programs that provide education and support. The Foundation currently partners with Perkins School for the Blind, Children's Hospital Boston, Horizons for Homeless Children, Berklee School of Music the Massachusetts Society for the Prevention of Cruelty to Children (MSPCC), and Boys & Girls Clubs of Boston. For more information on the Boston Celtics Shamrock Foundation, visit www.celtics.com/foundation.

About Boys & Girls Clubs of Boston

Since its founding in 1893, Boys & Girls Clubs of Boston has been helping young people, especially those who need us most, build strong character and realize their full potential as responsible citizens and leaders. We do this by providing: a safe haven filled with hope and opportunity, ongoing relationships with caring adults, and life-enhancing programs in six core program areas. BGCB serves more than 14,000 young people ages 6-18 in 10 Clubs, and through Camp Harbor View and YouthConnect. BGCB is an affiliate of Boys & Girls Clubs of America and The United Way of Massachusetts Bay and Merrimack Valley. For more information, visit us on the web at www.bgcb.org.

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