

FOR IMMEDIATE RELEASE

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*****MEDIA ALERT***PHOTO OPPORTUNITY***MEDIA ALERT*****

GOALLLLLLLLLLLLLLLLLLLLLLL!

Minute Maid Partners with the Houston Independent School District (HISD) and the Houston Parks and Recreation Department (HPARD) to Sponsor a FREE After-School Soccer Program

Six-week Season to Kick-off Tomorrow Afternoon

WHAT/

WHO: Soccer After School, a free recreational coed soccer program created by Houston's hometown juice brand, Minute Maid, along with HISD and HPARD, will kick-off its six-week season tomorrow afternoon. The program is available to students of Jane Long Middle School, Johnston Middle School and Sharpstown Middle School.

On hand to share in the excitement will be participating students and their parents, as well as John Barrera, Regional Director, HISD West Region; Principal Diana De La Rosa, Jane Long Middle School; Principal Dave Wheat, Johnston Middle School; Debra Lathan, Assistant Director Recreation and Wellness Division, HPARD; and Fred Arnold, Manager of Strategic Alliances, Minute Maid.

WHEN: Friday, March 23rd – 3:30 p.m., on the soccer field

WHERE: Jane Long Middle School, 6501 Bellaire Boulevard

WHAT

ELSE: The program is designed to stimulate academic achievement and physical and social development in a fun and relaxed environment, while also teaching essential soccer skills to students.

Participating students will receive T-shirts, shin guards and balls. In addition, transportation to and from Jane Long Middle School soccer fields – where all games will be played – will be provided for participating teams.

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