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FOR IMMEDIATE RELEASE

El Paso Kiwanis Hit a Home Run for Kids in Clint ISD

The Kiwanis Clubs of El Paso will present a check for \$5,000 to El Paso Border Youth Athletic Association to support BASE Play, an after school baseball and softball program benefiting kids in economically distressed neighborhoods. **The presentation will be held July 9, 2015, 9am at Cloudview Baseball Fields, 6600 Cloudview Drive.** The donation will assist EPBYAA in providing uniforms and team equipment to approximately 250 4th and 5th grade students in the Clint Independent School District.

BASE Play is an after school initiative designed to connect 4th and 5th grade children to their own potential, their health and their community through baseball and softball play. The program emphasizes the importance of academic achievement while teaching the fundamentals of boy's baseball and girl's fast-pitch softball. There is no cost to participate, nor a minimum grade requirement, though players are held to a "no pass, no play" standard once in the program. **Counselors and school administrators have enthusiastically embraced BASE Play. It has been so effective at focusing young students academically that program evaluation data demonstrates an 81% improvement in passing grades over the course of a season.** Clint ISD educators cite increased class participation and improved behavior as major outcomes of the program.

Kiwanis International was founded in 1915. The El Paso Club was established in 1918 and was the first club chartered in the Kiwanis Southwest District. There are now five Kiwanis Clubs in El Paso: Coronado, Downtown, Eastside, Horizon and Mt. Franklin. Kiwanis International is a service organization dedicated to making the world a better place for children. The Kiwanis Clubs of El Paso work together to make a difference in the lives of children within El Paso, the Southwest District and worldwide. "We must expand our support for those in need and mentor our youth – the BASE Play program helps us accomplish both these goals," said Coronado Kiwanis president, Dave Hendrix. Kiwanis Clubs of El Paso have long supported the El Paso Community - starting the Sun Bowl in 1935, spearheading the first Juvenile Detention Center in El Paso in 1947, thereby separating juveniles and adults from being detained in the same facility, and helping to initiate Crime Stoppers of El Paso in 1978.

EPBYAA is a non-profit organization operating in El Paso since 2000. For the last 15 years EPBYAA has worked to provide educational and developmental opportunities to children ages 6 to 18. "To actually see these kids working toward the goal of becoming better students and practicing good citizenship in order to play the game is very rewarding," says EPBYAA board member and BASE Play sponsor, Skip Litt, president of Commercial Records, Inc. "In my opinion this is what our organization is all about, life lessons through sports."