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Press Release

FOR IMMEDIATE RELEASE

AREA NONPROFIT USES SPORTS AS VEHICLE TO SERVE LOCAL YOUTH AND THEIR FAMILIES

Elite Performance Sports NC, Inc. looks to garner support from local community

High Point, NC, August 26, 2016: Elite Performance Sports NC, Inc. (EPSNC), a 501(c)(3) nonprofit corporation located based in High Point, NC is seeking financial and in-kind support for its community outreach efforts. EPSNC was incorporated in January of this year by some local citizens who wanted to make a difference in their hometown of High Point. By using youth sports, football and cheerleading in particular, as a lure, their goal is to assist area youth and their families, especially those within our underserved communities, in the areas of education, mentoring, community service and character building. "We are looking to give back some of what was given to us as youth," says Tony Graham, Community Outreach Chair for EPSNC. "We love our city. We want our youth to have a sense of pride for where they come from. By giving back to our youth, we hope to instill the importance of community values and giving of one's self in our youth so that they can continue to serve and give back to future generations to come."

The organization has already adopted a few schools in High Point, Johnson Street Global Studies, Penn-Griffin School of the Arts and Union Hill Elementary School for various upcoming projects and collaborations. They look to potentially add others in the near future. EPSNC also looks to "bridge the gap" between the elders in the community and our youth. EPSNC feels it is important to acknowledge those that have come before them and who have created a pathway of greatness. This same premise is what they hope to instill in the younger generations. "Growing up in High Point, I was blessed to have both of my parents in the household. However, it was my "extended family" of church members, peers, neighbors, coaches, teachers and various other community advocates that cultivated my passion to give back. I truly grew up in the "village" we know as High Point and I hope I can give some similar experiences to those coming behind me." Graham further states.

The organization's outreach and partnership efforts include: The High Point Tigers Youth Football and Cheer Club, Kings of the Gridiron Youth Football Skills and Agility Clinic, Kareers 4 Kids – youth career exploratory and development program, BOTSO – Male Youth Mentoring Program and support of various programs within Guilford County Schools such as the Guilford Parent Academy and Say Yes to Education.

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This past summer marks the second year the organization has hosted the “Kings of the Gridiron” Youth Football Skills and Agility Clinic at Washington Terrace Park. This annual event brings current and former high school, college and professional football players together to teach and expose area youth to the fundamentals of football. Participants are also uplifted by various speakers from the clinic staff and lunch free of charge. The camp is for children ages 6-18. This year’s event had approximately 150 area youth and over 20 volunteers involved.

EPSNC has begun preparing for the inaugural season of its High Point Tigers Youth Football and Cheer Club. This outreach effort will host three teams ages 7-12 for its football and 4-14 for its cheerleaders. The teams will play all of its home games at Washington Terrace Park in High Point. The organization adopted the “Tiger” name to pay homage to the legacy and alumni of William Penn High School (now part of the Penn-Griffin School of Arts Magnet Program), who have been instrumental of High Point’s history coupled with EPSNC’s targeted outreach area centered around neighborhoods surrounding the school. They are currently holding practice at Union Hill Elementary School Field at 3523 Triangle Lake Road in High Point.

The club’s first home game will be September 17th versus the Southeast Guilford Falcons at Washington Terrace Park. Admission will be \$5.00 with the proceeds going toward funding EPSNC’s various outreach activities. “I have been with parks and rec for several years and been blessed to have won back-to-back city championships. I am so grateful to have been able to keep my entire coaching staff, many of our families, along with adding some great coaches and families to our High Point Tigers family. It was a natural progression for me to start my own team because of the geographic limitations of parks and recreation. We are no longer bound by any particular district for who can play with us. I appreciate what the High Point Parks and Recreation Youth Football Program continues to provide for our youth. It is still a viable option which our entire organization fully supports.” says EPSNC founder and board chairman, DeJuan Poston. The Tigers teams will compete in the Central Carolina Youth Football League, an affiliate of the United Youth Football League.

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