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## MEDIA ADVISORY

### America SCORES Celebrates Using Soccer, Poetry and Service Learning to Improve Lives of At-risk Youth at Fifth Annual National Poetry SLAM! on Monday, April 11

#### **What:**

America SCORES Fifth Annual National Poetry SLAM! features 28 young poets, ages 8 to 13, from across the nation who will perform original poetry at Harlem's World Famous Apollo Theater. The event will be hosted by Martha Reeves of Rock and Roll Hall of Fame recording group Martha Reeves and the Vandellas and will honor Kathy Carter, President of Soccer United Marketing.

#### **Who:**

The following supporters will be at the event:

**Kathy Carter**, *President of Soccer United Marketing*

**Norma Barquet**, *America SCORES President and CEO*

**Ben Chernelich**, *America SCORES National Board Chair*

**Martha Reeves**, *Rock and Roll Hall of Fame Recording artist*

**Heather O'Reilly**, *America SCORES Los Angeles Board Member, US Women's National Soccer Team Member*

**The Great Unknown**, *Philadelphia-based band, ASCAP Songwriter Residency at America SCORES participant*

#### **When:**

Monday, April 11, 2011

#### **Where:**

Apollo Theater  
253 W. 125th Street  
New York, NY 10027

#### **Media Call Times:**

3:45pm – 4:15pm – Photography and interview opportunity with kids at the Apollo

#### **Event Run of Show:**

4:15 – Poetry SLAM! Dress Rehearsal

6:00 – 7:25pm – Cocktail Reception and Silent Auction

7:25 – 8:30pm – Fifth Annual National Poetry SLAM!

9:00 – 10:00pm – Dessert Reception with Meet and Greet with Poet-Athletes

#### **ABOUT AMERICA SCORES:**

America SCORES is a national 501(c)(3) non-profit organization that serves 5,500 urban, public-school children in 15 major cities throughout the United States. Through its affiliates, America SCORES provides a national model for youth development, in which the unique blend of soccer, creative writing and service-learning prepares children for success as athletes, students and community leaders.

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