



# ABCD Press

From the Office of Public Information

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**FOR IMMEDIATE RELEASE**  
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## MEDIA ADVISORY

### 11<sup>th</sup> Annual ABCD Field of Dreams!

#### **ABCD/Boston Red Sox Team up for 11<sup>th</sup> Year; Fenway Park Fundraiser to Benefit ABCD SummerWorks Program**

#### **2008 ABCD SummerWorks Jobs Program Will Provide Jobs, Education, Tutoring, Mentoring for Low-income, Inner-city Teens**

**WHAT:** For the 11<sup>th</sup> year in a row, the Boston Red Sox team up with Action for Boston Community Development to provide a day-long softball tournament fundraiser to benefit ABCD's youth programs. **Over the past decade, Field of Dreams has enabled more than 2,000 teens to work and learn in the ABCD SummerWorks jobs and education program.**

Corporate teams contribute \$17,500 each to assist these teenagers. **Last year there was funding for 1,000 jobs, but 3,000 teens applied.** So far this year, there is funding for only 750 youngsters and accelerated neighborhood violence is making it more important than ever to keep kids off the streets.

**WHEN: Friday, May 30, 2008, 7:30 a.m. - 6:15 p.m.**

**1:50 p.m.: PRESS EVENT: On-Field Presentation of Check to ABCD,  
Remarks from key persons and SummerWorks youths, National Anthem**

**WHERE: Fenway Park, Yawkey Way, Boston,  
Enter on Yawkey Way at Gate D**

#### **PHOTO OPS/INTERVIEWS:**

Corporate players slugging it out on the Fenway field!

Teenagers in the ABCD SummerWorks program, corporate team players and other spokespersons will be available for interviews all day at Fenway Park.

Along with the play on the field, the ballpark is a gala scene with families and friends of players filling the stands to cheer them on, fans waving signs for their players, face painting, tours of Fenway, ballpark food and more.

*-more-*

## **BACKGROUND:**

### **Field of Dreams Co-Chairmen**

**Lew Eisenberg**, Cosgrove Eisenberg & Kiley; **John Sasso**, Advanced Strategies  
**Craig Nesta**, Brigham & Women's Hospital

### **Teams and Sponsors**

#### **Corporate Softball Teams**

Arbella Charitable Foundation	Bingham McCutchen
DMB Financial	Partners Healthcare
Ropes & Gray (2 Teams)	TD Banknorth
TJX Companies, Inc.	Children's Hospital (2 Teams)
Ristorante Toscano	Travaglini, Eisenburg & Kiley
D&R General Contracting	Friends of ABCD – All Stars

#### **Corporate Sponsors**

Garage @ 100 Clarendon	Aramark
Watermark Donuts	Franklin Sports Industries
Blue Cross Blue Shield	MASCO
Marriot Copley Boston	About Face
EISAI Research	Twins Enterprise
Streetwear Inc.	Hotel Commonwealth
Boston University Parking	SmartWater
Finagle A Bagel	Boston Bruins Alumni Assoc.
Brian Honan Charitable Foundation	

### **About ABCD SummerWorks:**

In 2008, ABCD SummerWorks celebrates 43 years of providing inner-city, at-risk teenagers, many from homeless shelters and DSS placements, with real jobs plus tutoring, mentoring and career development services with the goal of helping them to do well in school and life. SummerWorks enrollees participate in educational and skills-building workshops that focus on higher education and careers, health issues; violence prevention; self-esteem; money management; time management; cultural awareness; environmental issues and more. Many young people whose first job was as an ABCD SummerWorks enrollee have gone on to become leaders in business, government and the non-profit sector.

### **About ABCD:**

ABCD serves more than 100,000 low-income Boston and Greater Boston residents annually through its central offices and a decentralized neighborhood network of Neighborhood Service Centers (NSCs). ABCD programs and affiliations include Fuel Assistance; Child Care Services; Head Start; Child Care Choices of Boston; Education; Career Development; Housing and Homelessness Services; Health Services; Family Planning; Urban College of Boston; University Alternative High School; William J. Ostiguy High School for youngsters with substance and alcohol abuse problems; Weatherization; Foster Grandparents; a Holiday Toy Drive; Elder Services; Intergenerational Programs; management services for city, state, federal and private sector payroll deduction campaigns, an Independent Living Program serving people with disabilities; advocacy and consumer services.

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