



**Los Angeles  
Sports Council**

350 South Bixel Street  
Suite 250  
Los Angeles, CA 90017  
USA  
213-482-6333  
FAX 213-482-6340

## **L.A. Sports Council and USC Team Up On 'Touchdown For Youth' Program**

**LOS ANGELES (September 8, 2003)** -- More than 5,000 of Southern California's disadvantaged youngsters are expected to attend the USC vs. Hawaii football game at the L.A. Coliseum on Saturday, Sept. 13 as part of the annual "Touchdown For Youth" program. The program is conducted jointly by USC and the Los Angeles Sports Council Foundation.

For each \$25 tax-deductible contribution from an individual or corporation, one select youngster will be provided a ticket to the game plus refreshments. Dozens of local companies have pledged their support and USC jump-started the program with a generous donation of tickets, which will be distributed to youth charities affiliated with the university's athletic department.

"Our partnership on Touchdown For Youth to benefit inner-city kids is one of the most rewarding grassroots programs I have ever been associated with," said Mike Garrett, USC athletic director.

Touchdown For Youth was created by Sheldon I. Ausman, this year's event chairman. Ausman is a partner with Academy Event Services/Cambridge Capital Partners and a corporate officer of the L.A. Sports Council Foundation board of directors.

Since its inception at the 1993 Super Bowl, played at the Rose Bowl, the program has allowed approximately 25,000 youngsters the opportunity to attend Los Angeles area college and professional football games. Twenty-five hundred youngsters attended last year's Touchdown For Youth game versus Cal.

Anyone interested in making a charitable contribution to TFY can call (213) 482-6345.

###

### **CONTACTS:**

**Mark Meyers, L.A. Sports Council, (213) 482-6333**

**Tim Tessalone, USC Sports Information, (213) 740-8480**