

**FOR IMMEDIATE RELEASE**

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**ANNUAL AFTER-SCHOOL FAIR SET FOR AUGUST 16<sup>TH</sup> ON BELLE ISLE**

*Event hosted by The Youth Connection will feature free backpacks, school supplies, bike helmets, athletic shoes, books and lunch for youth. The Fair is a showcase for after-school programs, health information, and youth entertainment.*

**August 4, 2014, Detroit, MI** – The Youth Connection is hosting the 13<sup>th</sup> Annual After-School/Back-to-School/Off-to-College Fair on Saturday, August 16<sup>th</sup>, from noon until 4 pm at the Casino on Belle Isle. Approximately 1,500 – 2,500 parents and children along with elected officials, after-school programs and other non-profit youth-serving agencies are expected to attend the event which will kick-off the new school year. The event will feature:

- **Free backpacks** (courtesy of Molina Healthcare)
- **Free school supplies**
- **Signing up for free athletic shoes** (to be delivered at a later date - courtesy of Focus; North America – Operation Lace Up and Detroit Orthodox Outreach)
- **Free books**
- **Free bike helmets** (courtesy of DMC Children’s Hospital – Kohl’s Injury Prevention Program) and;
- **Free lunch** (courtesy of the Institute for Population Health Summer Food Service Program)
- **All Giveaways (except for the shoes) are for youth ages 18 and under. (Must be present to receive)**

*\* All giveaways will be available while supplies last. We will have approximately 900 backpacks, 1,750 pairs of shoes, 1,000 books, 1,000 free lunches, and 250 bike helmets.*

In addition to the fun and games, several organizations will be on hand to give parents one-stop shopping for all of their needs. Detroit Public Schools will be at the Fair promoting school registration and information for parents about the upcoming school year.

The event will be free to the public and will also feature enrollment options for after-school program providers and family entertainment. The Institute for Population Health and the Love Detroit Prevention Coalition are hosting a 5K walk before the Fair begins at 11 am to raise awareness about substance abuse prevention in Detroit.

Studies show that after-school programs contribute significantly to overall development and education of our children. Yet, parents have indicated that they are unaware of the after-school

programs available in their neighborhoods. The 13<sup>th</sup> Annual After-School Fair is one significant way to increase parental awareness of a wide variety of programs for children and youth.

The 13<sup>th</sup> Annual After-School/Back-to-School/Off-to-College Fair is hosted by The Youth Connection and presented by the Institute for Population Health Bureau of Substance Abuse Prevention, Treatment and Recovery and the State of Michigan DNR. Sponsors of the event include the Detroit Public Schools, Wayne County Department of Human Services, Molina Healthcare, St. John Providence Health System, Comcast, Focus: North America, Orthodox Detroit Outreach, DMC Children's Hospital of Michigan, G.I.F.T.S., ATS Educational Consulting Services, and the Detroit Field Office of the FBI.

For more information, please call 313-826-7099 or visit our website at [www.afterschoolfair.com](http://www.afterschoolfair.com).

*The Youth Connection is a 501(c)(3) non-profit organization dedicated to connecting our youth to a brighter future through career exploration, job training, internships, after-school programs and academic assistance for metropolitan Detroit area youth. For more information about The Youth Connection, visit [www.theyouthconnection.org](http://www.theyouthconnection.org). For more information about the Fair, please visit [www.afterschoolfair.com](http://www.afterschoolfair.com).*

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