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# MEDIA ALERT

## Children Get 5000 FREE Sports Balls and Books at Oak Cliff SpringFest and Spring into Sports Family Fitness Festival

P.O. Box 190905  
Dallas, Texas 75219  
[www.navidadDFW.org](http://www.navidadDFW.org)

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**DATE:** SATURDAY APRIL 5, 2008

**TIME:** 11-3 PM  
Health Fair opens 10:45 am  
**Spring into Sports Awards 11:00 am**  
Youth Sports Activities 11:30 am

**WHERE:** Cliff Temple Baptist Church parking lot in Oak Cliff  
(123 W. 10<sup>th</sup> St)

**WHAT:** Join All Smiles Dental, Navidad and Cliff Temple Baptist Church for the family-friendly festival including FREE access to health and dental information and ways to become more physically active. Agencies will provide free immunizations, dental, health and vision screenings for children and health related promotional giveaways. Booth vendors will distribute health related literature and attendees will enjoy a "Little Miss Oak Cliff" beauty pageant, a "Baby Dreamlands" nursery raffle, musical entertainment and food. Physical fitness related activities awarding sports ball prizes and book consolation prizes include: soccer shoot-out, basketball hoop-it, football throw, along with a Fit for Me Foundation Aerobic area, jump-rope and hula-hoop contests, hopscotch and hourly bicycle giveaways.

**Navidad will also award balls to seven DISD elementary schools:** Arcadia Park, Bethune, Donald, Hogg, Jones, Moreno and Reagan as part of their traditional SIS agency sports equipment donations.

**WHY:** "Research has shown that if a youth does not participate in sports by the age of 10, there is only a 10 percent chance he or she will be physically active when she is 25." [www.womenssportsfoundation.org](http://www.womenssportsfoundation.org).

**WHO:** Navidad in the Neighborhood is a 501(c) 3 organization in DFW who collects books, learning toys and sports equipment year-round for low-income minority families through the volunteerism of corporations and individuals. To set-up interviews call Rosanne Ortega at 214-893-4392 or [roanneortega@hotmail.com](mailto:roanneortega@hotmail.com).

