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For Immediate Release -

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Fun Day of Free Tennis Lessons and Games Set for April 4, 2009
Just Cause Tennis Inc., Is Sponsoring Event to Raise Needed Funds for Youth Tennis

(OAKLAND, California—April 4, 2009) Just Cause Tennis Incorporated, a 501(c)3 nonprofit youth organization in Oakland that operates from the McClymond's High School and Ira Jenkins Recreation Center which serves some of the cities' poorest youngsters, is hosting a free tennis clinic fundraiser to help defray program operating expenses, and help support youth who enjoy playing in tennis tournaments, but who have little money to pay for entry fees. Senior Operations Director, Robert Hadden is requesting financial support for the event by local businesses, churches, organizations, and endeavors that value a safe and secure West Oakland community and wish to support more recreational opportunities for local youth. The event is to be presented in collaboration with the Larry Atkins of Inner-city Youth Sports & Education on Saturday, April 4, 2009, from 11am-2pm, at the McClymond's Tennis Complex located at 2607 Myrtle Street in Oakland.

"Increasingly, we're finding that funds for afterschool programs for youth are dwindling, leaving greater numbers of children and teens inactive and disengaged," said Robert Hadden, the Senior Operations Director for Just Cause Tennis. "Just Cause Tennis has been in operation here in West Oakland where many underserved families live since 2004, and we're committed to enriching the lives of this community through tennis despite the turn in the economy."

All of the activities planned for the upcoming clinic will be free to the children and their families who attend, said Hadden. Activities such as on court tennis skills training, fitness drills, games, and prizes will be featured. However, to offset the cost for the clinic, and to help cover costs for future entrance fees that many 'Just Cause' kids Hadden hopes that one of the numerous companies and businesses in Oakland, and West Oakland specifically, will offer their financial support.

"Today, more than ever, businesses are finding it very difficult to stay afloat financially let alone to give to other organizations," Hadden added. "But at the end of the day, making an investment in our community's young people I hope, will be a priority and a choice they make when they do decide to give."

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Just Cause Tennis Incorporated is an afterschool tennis program for children and teens, and a tennis program for senior citizens at the Brookfield Senior Center in East Oakland. Complete and full details about Just Cause Tennis Incorporated can be found by visiting www.justcausetennis.org. A representative may also be contacted by calling 510-635-1780.

Black Goddess Communications www.blackgoddesscommunications.com is a full service Strategic Communications and Public Relations firm based in Oakland, California; Lori Shepherd can be reached at (510) 710-5951.

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