



FOR IMMEDIATE RELEASE
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Boys & Girls Clubs of Buffalo Receive Special Gift from New Era Cap Company

Twelfth Annual David C Koch Memorial Gala raises more than \$80,000 for Underprivileged Youth.

Who:

New Era CEO Christopher Koch and President, Pete Augustine will present a check for \$83,560.45 to Diane Rowe, Chief Professional Officer for Boys & Girls Clubs of Buffalo. The proceeds were raised as a result of a silent auction and live auction held during the Twelfth Annual David C Koch Memorial Gala held July 19, 2014 at the Buffalo History Museum.

“At the heart of our organization is a desire to positively influence the lives of young people in our community,” said Rowe, Chief Professional Officer of Boys & Girls Clubs of Buffalo. “We are so thrilled and thankful for this generous donation from New Era, which will go directly to expand and enhance our programs that are aimed at academic success, a healthy lifestyle and good character.”

When:

Tuesday, December 16, 2014 @ 4 pm

Where:

New Era Cap Headquarters, 160 Delaware Avenue, Buffalo NY 14202

Visuals/Interviews:

Christopher Koch, New Era CEO and Pete Augustine, New Era President presenting check for \$83,560.45 to Diane Rowe, Chief Professional Officer for Boys & Girls Clubs of Buffalo

About Boys & Girls Clubs of Buffalo

Our Mission is to provide a safe & stable experience that assures success is within reach of all our members – that they graduate from high school with plans for their futures & that they are living healthy lifestyles. Today with a focus on academic success, career development and leadership and building healthy youth and families, the Boys & Girls Clubs of Buffalo truly is the place where Great Futures Start. We have an annual membership of over 3,800 young people who range from 5 – 21 years of age. Every day, caring, professional staff seek to enrich the lives of girls and boys. We are dedicated to ensuring that our community's disadvantaged youngsters have greater access to quality programs and services that will enhance their lives and shape their futures.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,100 Clubs serve nearly 4 million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun, friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at <http://www.bgca.org/facebook> and <http://bgca.org/twitter>.

About Partner

New Era is an international lifestyle brand with an authentic sports heritage that dates back over 90 years. Best known for being the official on-field cap for Major League Baseball and the National Football League, New Era is the brand of choice not only for its headwear collection, but also for its accessories and apparel lines for men, women and youth. The brand is worn as a symbol of self-expression by athletes, artists and some of the most interesting people around the globe. New Era encourages people to “FLY YOUR OWN FLAG™” - to truly express their personal style and individuality through its products. The Company is headquartered in Buffalo, N.Y. and operates facilities in Canada, Europe, Brazil, Japan and Hong Kong.

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