



**FOR IMMEDIATE RELEASE**

**RYAN CAMERON FOUNDATION PARTNERS WITH FUTURE FOUNDATION  
TO HOST 4<sup>TH</sup> ANNUAL BACK-TO-SCHOOL RALLY**

**ATLANTA (JULY 8, 2009)** - The Ryan Cameron Foundation will partner with the Future Foundation to host the 8th Annual Back-to-School Rally, August 1 2009 from 11:00a.m – 2:00 p.m. For the 8<sup>th</sup> year, the Future Foundation will host a special day for 1,000 of Atlanta's youth to prepare them for the upcoming school year. This year's event will be held at the Greenbriar Mall located at 2841 Greenbriar Parkway SW in Atlanta.

For the first time ever, the Ryan Cameron Foundation will co-host the rally as Ryan Cameron himself will host the rally. The rally will provide Atlanta's youth with school supplies as well as various activities to instill excitement in Atlanta's youth for the upcoming school year.

The Future Foundation, founded by NBA star Shareef Abdur-Rahim, is a youth development organization that provides comprehensive after school solutions, meeting pressing metro Atlanta community needs. Through their many programs, the Future Foundation aims to develop Atlanta's youth for the future.

The Back-to-School Rally is the fourth event of the season put on by the Ryan Cameron Foundation. This event comes weeks after the sold out 7<sup>th</sup> Annual Father Daughter Dance which attracted over 650 participants.

Ryan Cameron is the host of V-103's *The Ryan Cameron Show*, and the voice of the Atlanta Hawks. Along with his wife Kysha, together they founded the Ryan Cameron Foundation which aims to provide Atlanta's youth with the tools needed to make the transition from childhood to adulthood.

Visit [www.ryancameron.org/events](http://www.ryancameron.org/events) for more information about this year's Back-to-School Rally.

### **About Career Sports & Entertainment**

Atlanta-based Career Sports & Entertainment (CS&E) is a full-service agency dedicated to working with a wide range of clients in the sports and entertainment fields for more than 21 years Visit us at: [www.careersportsentertainment.com](http://www.careersportsentertainment.com).

**What:** Future Foundation's Back-to-School Rally

**Where: GREENBRIAR MALL**

2841 Greenbriar Parkway NW

Atlanta, GA 30331

**When:** August 1, 2009 11 a.m.-2 p.m

**Contact:** Monique Murray- Ryan Cameron Foundation- 404-784-1171

Matt Kramer- Career Sports & Entertainment-770-955-1300

####