



Be a winner! Help kids get fit with Sticks-2-Schools

APRIL, 2009

Dear Friend of S2S,

We hope this newsletter inspires you to join our crusade against childhood obesity. To find out how to become a sponsor or bring lacrosse to your favorite school, visit the [Sticks-2-Schools](#) website or contact [Breanna Kernan](#) at 925-460-8290.



Fan Appreciation Night Funds Next School on List

Thanks to all who made it out to the Stealth's last home game on April 3rd. The Fan Appreciation Night was a huge success. Proceeds from the comedy and silent auction fundraiser last month at [Tommy T's](#) in Pleasanton gave 786 Sticks-2-Schools students the chance to come as guests of S2S and the Stealth. A post-game Launch-a-Ball contest gave fans a chance to win some pretty cool prizes – from San Francisco Giants tickets to a Nintendo Wii – and help out the S2S program at the same time. S2S raised \$1,980 from this event which will be used to fund the next school on the waiting list.



Sponsorship from US Lacrosse and Chipotle

[US Lacrosse](#), the national governing body of men's and women's lacrosse, has offered to sponsor one S2S school with a generous donation of \$2,000. Their contribution will fully fund one S2S school before the season is up. Many thanks to US Lacrosse. Additionally, [Chipotle Mexican Grill](#) has made a first-time contribution of \$1,000 to the S2S program. You might have seen their table at Stealth home games. Their relationship with the Stealth and a desire to help our community opened doors for Chipotle to donate to S2S. There are nine Chipotle restaurants in the Bay Area, all of which serve tasty

Mexican food from fajita burritos to crispy tacos. Hungry yet? Go ahead and find a Chipotle near you. Many thanks to Chipotle.



New Sticks-2-Schools Website Up and Running

Take a look at our [new website](#). Brad Cairns, owner of [Faultline Marketing](#), generously donated website design services to Sticks-2-Schools. After an estimated 80 hours of programming, designing and

editing by his team, the final product is an eye-appealing and user-friendly site for schools, program sponsors and anyone interested in learning more about how we're using lacrosse to help fight childhood obesity. "Sticks-2-Schools is truly a noteworthy cause, and they deserve to have a website that matches the quality of the program," said Brad Cairns, who has worked with S2S since its inception in 2005. In fact, Faultline Marketing developed the Sticks-2-Schools logo. We're so grateful for their help.

Sticks-2-Schools around the Globe

S2S is making strides internationally. The head of the largest orphanage in Northern Russia contacted Eric Venzon, S2S co-founder, about introducing the sport of lacrosse in Russia as a useful tool in the Russian national fitness initiatives. In other global news, Breanna Kernan, S2S coordinator, received an email from across the pond. A PE teacher from [Bishops of Hereford Bluecoat School](#) in Hereford, England came across

the Sticks-2-Schools website and requested to be on the waiting list. While the San Jose Stealth can't travel that far to visit a school, next season we hope to develop a kit that helps schools out of our service area start their own lacrosse program. In any case, we're honored that our program has been recognized around the world.



New Schools on Waiting List

S2S welcomes [Windmill Springs School](#) in San Jose, [Highlands Elementary](#) in Pittsburg and [Linda Vista Elementary \(East Valley Family YMCA\)](#) in San Jose to the waiting list. With 31 schools on the list and \$2,000 needed to fully fund one school, we hope you'll check out our variety of [sponsorship programs](#).

Stealth Make the Playoffs

Congrats to the [San Jose Stealth](#) for making the playoffs for the third year in a row. The team's 7-9 record this season has earned them the third seed in the National Lacrosse League West Division. May 1st marks the first playoff date in Portland, Ore., where it's going to be one intense game against the Portland Lumberjax at the Rose Garden Arena. If you're up for taking a trip to Oregon, the game begins at 7:30 and tickets can be purchased over the phone by calling the Jax ticket line at 1-866-983-5656, at the [Rose Quarter Box Office](#) or through most [TicketsWest Outlets](#). The game can also be seen live on the NLL Network at [www.nll.com](#). Go Stealth!



Sticks-2-Schools, Inc.

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