



## **PRESS RELEASE**

### **Cliff Keen Products Provides a Generous Gift to the Beat the Streets Wrestling Program In New York City**

*New York City: Office of the President*

Cliff Keen Products, Ann Arbor, Michigan has provided 1500 head guards for the Beat the Streets Wrestling Program in New York City. Jim Keen Sr. contacted the Beat the Streets Office in early September with the announcement that his company will provide the necessary head guards for all of the Beat the Streets programs.

Michael E. Novogratz, Chairman for the Beat the Streets acknowledged the gift at the first annual Board Meeting in September.

The Beat the Streets Program has entered into a Partnership Agreement with the DOE/PSAL of expanding the base of wrestling in the New York City Public schools for the next 3 years.

The first installment of 15 new high schools will begin in the PSAL High School Developmental Program November 1. Each new high school will receive all the necessary equipment, score clocks, scales and coaches stipends as part of the agreement.

“The gift of Cliff Keen Products will allow the organization to direct its savings towards additional programs that will help meet the Beat the Streets mission. Through this gift valuable resources to possibly expand our summer camp program to 300 kids in 2008.”

In the summer of 2007, Beat the Streets sent 200 kids and coaches away to summer wrestling camp.

For more information about the program log on to: [beat-the-streets.org](http://beat-the-streets.org)