



BEAT THE STREETS USA Wrestling Program

Detroit -Beat the Streets USA Wrestling

In several weeks history will be made in one of America's largest cities when the Beat the Streets-Detroit launches its initial program on September 15, 2009.

The Co-Directors, Mark Churella, former 3X NCAA Champion and Mike Rodriguez, 2X NCAA Runner-up, both wrestled at the University of Michigan located nearby in Ann Arbor.

In 2007, Mike was recognized nationally as the coach with the most wins in high school wrestling with 732. He coached at Detroit Catholic Central HS for 51 years where his teams won 7 State High School Championships.

Cliff Keen Products, once again, as they have done in New York City, is donating all the head guards.

Jim Keen, President of Cliff Keen Products, was very instrumental in the development of urging the Detroit community to begin a Beat the Streets Wrestling Program. The company will also be supplying 100 uniforms and practice gear for the entire program.

Asics and AC Sports will be providing discounted shoes to all the wrestlers as it does for all new cities who launch Beat the Streets programs.

The Detroit organization is a 501C3 not for profit and have partnered with the City of Detroit Recreation Department, Detroit Public Schools and the Southwest Neighborhood Association.

Registrations have already begun with the distribution of flyers and posters throughout the middle schools and recreation areas in the city.

Mark Churella is providing the mat and found space in Mexican Town for the program. According to Jim Keen, "In addition, and probably most importantly, Mike Rodriguez is providing all his time for coaching these kids. You couldn't find a better person than Mike to head this up with all his lifetime experiences with these kids. He's the best there is."

Al Bevilacqua, Chairman of the Beat the Streets USA Wrestling program, "USA Wrestling is excited to add Detroit to its newly created national effort that began in 2008. Detroit, a city with 1.8 million people and 79 public high schools do not have 1 school with schoolboy wrestling.

The city itself has been savaged by the economic downturn. Now, at least their kids will have an opportunity of becoming involved with a great activity. "

The organization has found an ideal location in the Mexican neighborhood and will be using the Patton Recreation Center that is surrounded by several middle schools. The Patton Recreation facility is "the place" that is familiar with youth activities in the area.

The kids will now be exposed to the "magic of wrestling."

For more information on Beat the Streets USA Wrestling:

www.btsusa.org

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ANYBODY CAN WRESTLE

September 15, 2009 – December 2009

Tuesdays, Wednesdays & Thursdays from 4:00-6:00 p.m. at the Patton Park Recreation Center



**Girls or boys. Short or tall. Big or small.
There is a spot on the roster for all...**



Beat the Streets
Wrestling Program
DETROIT



"As a kid who was born in South Central Los Angeles to undocumented parents and raised in a low-income neighborhood in Phoenix, AZ, I am a living example of a Beat the Streets wrestler. I was lucky that I found wrestling, thanks to the great work of organizations like Beat the Streets, and I am glad to support children from similar backgrounds as mine to achieve their American dream."

Henry Cejudo — 2008 Olympic Wrestling Gold Medalist



CLIFF KEEN ATHLETIC
Outfitting passion.



**BEAT THE
STREETS**

WRESTLING PROGRAM

D E T R O I T



The Beat the Streets youth wrestling program has been dedicated to improving the lives of at risk children and has helped hundreds of youth over the past 5 years. This program gives troubled youth something meaningful and fun to do in a city where few after school opportunities exist. The program focuses on building character, discipline and self-esteem, with the success of its mentoring components.



In 2004 the Beat the Streets Youth Wrestling program began in New York and partnered with New York Public Schools Athletic League. The program model has branched out and is now successful in Chicago, IL St. Louis, MO., and Columbus, OH.

We are introducing the program into the city of Detroit and implement the BTS concept of teaching leadership, integrity, health, team work and respect through a non-competitive but physical fitness focused on wrestling.



Beat the Streets Detroit has partnered with the City of Detroit Recreation Department, Detroit Public Schools and Southwest Detroit Neighborhoods to bring this wonderful and unique opportunity to the young men and women of our City.

The Beat the Streets program develops skills in the following six key areas:

- Mentoring and Leadership
- Community Involvement (Civic engagement)
- Program Development
- Identity and Teamwork
- Financial Development
- Academic Achievement



We invite you to participate with the Beat the Streets Detroit program located at Patton Park Recreation Center.
This program is open to all kids ages 10-14

The program details and information:

September 15, 2009 – December 2009

Location: Patton Park Recreation Center

Days: Tuesdays, Wednesdays & Thursdays

Time: 4:00-6:00 p.m.



Coach Mike Rodriguez

Beat the Streets Detroit Coach Director

Coach Mike Rodriguez is a nationally recognized wrestling coach. As a member of the University of Michigan Wrestling Team he won three Big Ten Championships and was a two-time finalist finishing second twice in the NCAA Wrestling Championships. He has been an outstanding coach for 51 years at Detroit Catholic Central High School where he won seven State Wrestling Championships and at River Rouge High School where he won one State Wrestling Championship. In 2007 Coach Rodriguez had the honor of being recognized as the coach with the most high school wrestling team wins (732) in the United States.



For more information, please contact
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