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FOR IMMEDIATE RELEASE

Community Invited to Roundtable Discussions on Youth Sports and Recreation in Rochester and Finger Lakes

Rochester Area Community Foundation is hosting two roundtables to share findings and recommendations of a recently released report on youth sports and recreation in the our region and what gaps exist that communities should address to get kids to be more active.

Details about the first grant round of the **Ralph C. Wilson, Jr. Legacy Fund for Youth Sports** at the Community Foundation also will be discussed and how local youth sports and recreation organizations in Livingston, Monroe, Ontario, Seneca, Wayne, and Yates counties can apply for funding.

These roundtables, which are free and open to the public, will be held:

November 9: 3 to 4:30 p.m. at The Strong: National Museum of Play,
1 Manhattan Square Drive in Rochester

November 16: 8-9:30 a.m. at The Inn on the Lake, 770 South Main Street in
Canandaigua

Seating is limited, so those interested in attending are asked to RSVP to YouthSports@racf.org (by November 8 for the Rochester roundtable and by November 15 for the Canandaigua event). Refreshments will be served at both events.

At these roundtables, members of the Rochester Youth Sports and Recreation Task Force and representatives of the Aspen Institute will talk about the findings and recommendations of the report *State of Play: Greater Rochester & The Finger Lakes*.

This 40-page report, released in late June (available at www.racf.org/Reports), is an independent assessment in six area counties conducted by the Aspen Institute's Sports & Society Program. Among the report's findings are:

- **Not Enough Kids Active at a Healthy Level:** While 81 percent of parents believe it's important to have their children regularly involved in sports, only 12 percent of youth across Greater Rochester and the Finger Lakes are physically active one hour a day, the level recommended by the Centers for Disease Control and Prevention.
- **It's About More than Sports:** A Johns Hopkins University analysis projects that if stakeholders in our region can get and keep just 25 percent of youth active daily, 6,989 fewer youth would be overweight and obese, saving the region more than \$243 million in direct medical costs and workplace productivity losses.
- **Where Have the Neighborhood Games Gone?:** The sports experience has changed dramatically, with children participating in fewer sports and activities near their homes. Casual/pick-up play has become far less common, with more youth primarily playing in organized team settings.
- **Many bright spots, but we can do better:** Youth sport providers and other stakeholders across Greater Rochester and the Finger Lakes gave the region a C+ in getting kids active through sports.

The Ralph C. Wilson, Jr. Foundation, based in Michigan, commissioned the report and partnered with Rochester Area Community Foundation to create and oversee the Rochester Youth Sports and Recreation Task Force, comprised of more than three dozen representatives of youth sports, recreation programs, and local communities who provided insights, expertise and feedback throughout the eight-month research process. More than 1,000 local adults and youth informed the *State of Play* report through interviews, roundtables, focus groups and surveys.

These new community roundtable discussions coincide with the November 9 announcement of details for the first round of grant opportunities for youth sports and recreation programs from the Ralph C. Wilson, Jr. Legacy Fund for Youth Sports.



Online grant applications will be accepted through January 19 from nonprofit organizations in Livingston, Monroe, Orleans, Seneca, Wayne and Yates counties. Government entities and school districts may also apply, but preference will be given for support of community-engaged programs.

The overarching goal of this grant round is to strengthen the quality, quantity, and accessibility of youth sports and recreation programs for children under age 18 in these counties. Up to \$250,000 will be available for this round of grants, and specific information will be shared by the Community Foundation on November 9 and at the two roundtables.