

NEWS RELEASE

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HPARD Enters \$250,000 National "Refresh Everything" Campaign To Kick Up The Lights at Burnett Bayland Park

*Project With The Most Votes Wins Grant Funding From "Pepsi Refresh Everything" Campaign
HPARD's "Bright Fields! Bright Futures!" Entry Aims To Increase Field Availability For Popular Sport*

The Houston Parks and Recreation Department (H.P.A.R.D.), in partnership with the Houston Parks Board 501(c)(3) (H.P.B.), has entered the "Pepsi Refresh Everything" Campaign in hopes of winning a \$250,000 grant to kick up soccer play at Burnett Bayland Park, 6000 Chimney Rock. H.P.A.R.D.'s entry is called "**Bright Fields! Bright Futures!**" and its goal is to light a 330' x 210' soccer field at Burnett Bayland Park. The winner of the \$250,000 grant is determined by the total number of votes their project receives from August 1 to August 31. Supporters are asked to visit <http://www.refresheverything.com/> and vote every day during August for "Bright Fields! Bright Futures!" and support Houston Youth Soccer.

"Soccer is one of the fastest growing sports in America," said Joe Turner, Director, Houston Parks and Recreation Department. "We hope that Houstonians and soccer enthusiasts will log in and show their support for youth soccer everyday throughout August and help us turn the lights on at Burnett Bayland."

The Burnett Bayland Park Soccer Program registers 500 young people in H.P.A.R.D.'s Youth Soccer Program. Enrollment in the program is growing constantly, leading to intense competition for playing time on the available fields. Lighting the field will increase the number of participants in soccer leagues by increasing hours of use in the park. It is estimated that, with the new lights, Burnett Bayland's Soccer Program could serve 900 young soccer enthusiasts every year.

H.P.A.R.D. and H.P.B. are asking soccer supporters to support youth soccer by visiting <http://www.refresheverything.com/> and voting for "Bright Fields! Bright Futures!" Supporters can vote once every day from August 1 – August 31, 2010 for "Bright Fields! Bright Futures!"

For more information on Bright Fields! Bright Futures! or the Houston Parks and Recreation Department, call (832) 395-7022 or visit www.houstonparks.org.