COMMON COUNCIL

CITY OF BUFFALO

SportFamilyEducationBusiness

FOR IMMEDIATE RELEASE

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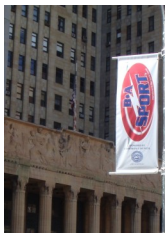
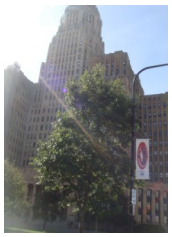
October 2009 declared "B●A Sport Month" in the City of Buffalo

Media Event - October 7th at 12 noon
on steps of City Hall in Buffalo, NY





Buffalo, NY (October 1, 2009) - The Buffalo Common Council has proclaimed October 2009 as "B●A Sport Month" and has installed banners featuring the B●A Sport logo on the lampposts around Buffalo City Hall. International All-Star Sports Council (IASC), a non-profit organization, along with the Buffalo Common Council present a media event on behalf of the B●A Sport program. It will be held on Wednesday, October 7th at 12:00 noon on the steps of City Hall in Buffalo, New York.

The purpose of this media event is to introduce this program, and provide examples of the growing number of people who continue to B●A Sport in everything that they do. IASC President **Charles Griffasi**, and Buffalo Common Council Majority Leader **Richard A. Fontana**, will be on hand to introduce local athletes, families, schools, and businesses.

Prominent speakers from all arenas of sportsmanship will be speaking on how we can B●A Sport in our everyday lives.

2009 Speakers:

- **John Augustine (Sport) -** Former quarterback of the 8-time NFA champion Buffalo Gladiators
- **Brian Pilarski (Family)** - Executive Director of Seneca Babcock Community Association
- **Dave Thomas (Education)** - Buffalo Public Schools Athletic Director
- **Eric Alderson (Business)** - Junior Partner at Promark Associated Agencies, Inc. and former Captain in the U.S. Army
- **Chad Battaglia** - Student-Athlete and captain of Kenmore West boys varsity soccer team
- **Lynn Marinelli** - Erie County Legislature Chair
- **Dennis DiPaolo** - Owner Ilio DiPaolo's Restaurant

2009 Performers:

- **Dr. Andrew Perrizini -** Trumpet Master
- **Buffalo Public Schools All-City Marching Band** - Director Mark Garcia
- **Hutch-Tech Cheerleaders -** Head Cheerleading Coach Deanna Rizzo

The event will be captured on video by Ezae Academy's "One Stop Photo Shop", and then put online to provide a visual presentation of what it means to "B●A Sport".

IASC initiated the B●A Sport program and logo as a simple, yet powerful reminder that everyone should B●A Sport in everything they do. IASC and B●A Sport also hold fundraising events, where the proceeds help provide sporting equipment and venues for children and young adults. Ultimately, we believe that giving today's youth the opportunity to be a part of a sports team will teach them valuable lessons that can be applied throughout the rest of their lives.

What does it mean to B●A Sport™?

B●A Sport is a phrase commonly used when discussing sports. It means to:

1. Play by the rules
2. Work together to accomplish a common goal
3. Show respect for all, regardless of which side they are on
4. Display sportsmanship, both on and off the field

To B●A Sport means to demonstrate the qualities above, but it is much more than just a phrase referenced at sporting events. B●A Sport is about values, ethics, and ultimately an individual's character.

When carefully examined, these qualities can be applied to everyday life. For example, playing a position in sports can then transfer to applying yourself to a particular position at work. Following the rules of a sport, and playing fair, can carry over to business ethics. Learning to get along with teammates teaches students to get along with their classmates at school.

Our Nation

Our nation is currently going through challenging times. These challenges exist in sport, school, at home, and in the work place. What would happen if, when faced with a conflict, the individual involved simply thought of one simple phrase…"B●A Sport." Would the world be a better place? Would athletes be taking performance enhancing drugs? Would "financial advisors" be laundering money from their clients? You could even go as far as asking yourself if there would be as much violence if every issue was handled under the umbrella of B●A Sport.

The Logo

The B●A Sport logo is a visual reminder to play fair in everything that we do. The logo was created using the nation's red, white, and blue colors. In doing so, the patriotic spirit that our country was founded on can be kept front and center.

When you see this logo displayed by a team, company, group, or individual, you know that they have made a commitment to B●A Sport in everything they do. Currently, the B●A Sport logo can be seen at over 90 locations including Ralph Wilson Stadium (Buffalo Bills), HSBC Arena (Buffalo Sabres), and Buffalo and Erie County parks and athletic fields.

For more information on how to get the B●A Sport program and logo in your local community, please contact Jason Griffasi at 914.420.1046.

You can also visit us on the web at www.basport.org or www.iascinc.org