



Press Contacts:

Saptosa Foster
The 135th Street Agency
Cell: 404-909-6493
Saptosa@135stagency.com

For Immediate Release

Tracy Anderson
Miles Ahead Entertainment
Office: 201-722-1500
Cell: 917-328-1444
Tracy@milesaheadentertainment.com

L.A. Lakers' Lamar Odom and Bad Boy's B-5 Kick Off 2005 Coca-Cola Presents Summerscope Camp

More camp speakers -- from Demetrius "Hook" Mitchell to John Starks -- lined up for remainder of week

July 12, 2005 (New York, NY) – It was a star-studded afternoon in the Bronx Monday as the L.A. Laker's Lamar Odom and Bad Boy Entertainment teen group B-5 kicked off the **21st Annual Coca-Cola Presents Summerscope Camp** at Roberto Clemente State Park.

Bronx Borough President Adolfo Carrión, Jr. started the day with remarks to the nearly 200-strong group of campers followed by a basketball clinic, Q&A session and autograph signing by Odom. Finally, heartthrobs B-5 brought down the house with a rousing performance of their hot single "All I Do."

Sponsored by **Coca-Cola, Boost Mobile, South Pole** and **Roberto Clemente State Park**, Summerscope continues through July 15 from 8:30 AM to 1:30PM daily. **On Tuesday, July 12**, streetball legend **Demetrius "Hook" Mitchell** will present his riveting life story and Universal Records rapper **Jae Millz** will be on hand to encourage the youth to stay in school. Additional Summerscope guests this week include former New York Knicks point guard **John Starks**, and noted hip-hop photographer **Jamel Shabazz**.

Past Summerscope participants include **Patrick Ewing, Michael Jordan, Steve Francis, Damon Dash, Eve, Kelly Rowland, Cuttino Mobley, Kenyon Martin, and Alonzo Mourning**.

While Summerscope has been held in Brooklyn, Manhattan and New Jersey over the years, *this is the first time a free summer camp of this kind has been held in the Bronx*. Campers this year will not only gain insight into the sports and entertainment worlds, but they will learn survival skills such as CPR and identifying suspicious activity in public places.

Established in 1984, Summerscope gives inner-city youth a crash course in the sports and entertainment businesses through celebrity seminars, basketball clinics, hands-on projects and activities – *at no cost to the campers*. The camp's theme, "Empowering youth to empower their community," reflects Summerscope's goal to encourage future generations to become leaders in their communities.

WHO: **Streetballer Demetrius "Hook" Mitchell, Universal Records rapper Jae Millz**

WHAT: **2005 COCA-COLA Presents Summerscope Sports and Entertainment Camp**

WHEN: Tuesday, July 11 - 9:30 AM

WHERE: Roberto Clemente Park, West Tremont & Matthewson Road, Bronx NY 10453

INTERVIEWS & PHOTO OPS ARE AVAILABLE!

DIRECTIONS TO ROBERTO PARK:

To visit Roberto Clemente State Park by bus: Take route 18 Bus (170th Street) to River Park Towers and Roberto Clemente State Park. Walk down the ramp to the park.

To visit Roberto Clemente State Park by car from the South: Exit Interstate 87 at 179th Street, turn right on Sedgwick Avenue and proceed to Cedar Avenue. Turn sharp right at Cedar Avenue and drive approximately 1 1/2 blocks to West Tremont. At intersection of West Tremont and Cedar, see the bridge on the left side of the road; park on the street and walk to next overpass into the park.

To visit Roberto Clemente State Park by car from the North: Exit on Interstate 87 at Fordham Road, turn left at Fordham Road and proceed to Sedgwick Avenue, turn right at Sedgwick and proceed to Cedar Avenue. (Follow second part of directions traveling south.)

To visit Roberto Clemente State Park by subway: Lexington Avenue IRT Woodlawn Road #4 to Burnside Station. Then take BX40 bus westbound to the last stop. IND 205th Street Grand Concourse "D" to 170th Street Station. Then take Route 18 bus westbound to the park.

To visit Roberto Clemente State Park via Metro-North: All Metro North Commuter Trains stop at Morris Heights Station. For details, call 212-532-4900.

ABOUT SUMMERSCOPE

Since its inception in 1984, Summerscope has touched the lives of over 20,000 young people across America with its anti-drug community empowerment message. Started by entertainment publicist Sheila Eldridge, Summerscope has featured appearances by numerous well-known sports and entertainment figures including Patrick Ewing, Michael Jordan, Steve Francis, Cuttino Mobley, Kenyon Martin, Dana Barros, Mark Jackson, George Lynch, Alonzo Mourning, Kwame Brown, Malik Rose, Kerry Kittles, Eve, Kelly Rowland and Damon Dash.

ABOUT COCA-COLA

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees, and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1 billion servings each day.

ABOUT BOOST MOBILE

Boost Mobile® is a lifestyle-based telecommunications brand that offers premium Pay-As-You-Go wireless phones and services to the youth market. Boost™ is dedicated to boosting the lives of today's young people by contributing to youth development programs. Boost community relations efforts, which include Boost Mobile Ahead of the Game youth basketball camps, and support to Big Brothers Big Sister and U.S. Fund for UNICEF and more, are helping young people enhance their lifestyle and status, and build stronger connections and greater independence. Boost brand recognition among American youth has generated rapid success, making it one of the fastest growing wireless services in the U.S. Boost has more than 1.5 million customers and is available nationwide. Boost-branded wireless phones with its exclusive nationwide Boost™ Walkie-Talkie service and Re-Boost® Cards are available at locations where youth prefer to shop, including national retailers and convenience stores, and merchants that focus on fashion, music and action sports-related activities. Experience Boost™ on the Web at www.boostmobile.com.

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