

Council Vice President Fielkow and Community Leaders Announce
Inaugural "A Dream & A Goal MLK Weekend Classic"
To Be Held in New Orleans January 18-19, 2009

*800 Local Students to Kick-off Two-Day Celebration
Culminating in a Public Ceremony at the Louisiana Superdome:
Events Made Possible Through Generous Donation by Georges Enterprises*

News Release

January 7, 2009

Contact:
Kate Schneiderman
Office of
Councilmember-at-Large
Arnie Fielkow
Ph: 504-658-1063
Cell: 504-905-9893
krschneiderman@cityofno.com

Sam Joffray
Greater New Orleans Sports
Foundation
2020 St. Charles Ave.
New Orleans, LA 70130
Ph: 504-234-3207
sjoffray@gnosf.org

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New Orleans, LA - January 7, 2009

- Today, a diverse group of community leaders announced the inaugural 'A Dream & A Goal MLK Weekend Classic' in New Orleans on January 18-19, 2009. This historic occasion will commemorate the Reverend Dr. Martin Luther King, Jr. Holiday while bringing together over 800 student-athletes, coaches and administrators from across New Orleans. The two-day event will kick-off with 20 basketball games

at four local high schools, followed by participation in the annual MLK Holiday March and culminating in a public event that will celebrate the legacy of Dr. King at the Superdome. The event is made possible through a generous donation by businessman John Georges and Georges Enterprises.

New Orleans City Council Vice President Arnie Fielkow, a co-founder of the 'Weekend Classic' said, "New Orleans is a city with many challenges and a population still recovering from Hurricane Katrina. The 'Weekend Classic' enables boys and girls from different schools, neighborhoods and backgrounds to come together in the spirit of Dr. King in a great unifying event for all of New Orleans." He adds, "While this country is facing deep economic challenges, I am honored that John Georges saw the community value in this event and agreed early on to be our leading sponsor."

John Georges partnered with the 'Weekend Classic' as its lead sponsor due to the Classic's goal of positively impacting the local community, especially youth, over the Reverend Dr. Martin Luther King Holiday weekend.

"Councilmember Fielkow asked me to provide a grant to 'A

Dream & A Goal' because he knows I believe that during these tough economic times, those who are able to step up and help should now more than ever before. By holding the Classic over the MLK Holiday, the lessons of Dr. King and his emphasis on community involvement will leave a lasting impact on the young athletes far beyond their time on the court. Indeed, the full 'Weekend Classic' is very important to the entire community, and I am proud that I could help make it happen this year. Georges Enterprises is a firm believer in community engagement, and that is why we chose to support this worthy event," says John Georges, CEO of presenting sponsor Georges Enterprises.

The community leaders spearheading this event include Council Vice President Fielkow, the Greater New Orleans Sports Foundation, the Southern Christian Leadership Conference, the MLK Holiday Planning Commission, George Shinn and the New Orleans Hornets, the Recovery School District, Orleans Parish School Board, the New Orleans Recreation Department, the Jewish Community Center and Hands On New Orleans. The early support of John Georges and Georges Enterprises enabled the 'Weekend Classic' to come to fruition.

"The Sports Foundation is proud to serve as the managing entity of the inaugural 'A Dream & A Goal Weekend Classic'. The board and the staff of the Sports Foundation understand the importance of youth sporting events in our community. The Classic will have a positive impact on our kids," says Ron Gardner, Chairman of the Greater New Orleans Sports Foundation.

On Sunday, January 18th, over 800 local student-athletes will take part in five basketball games at four local high school gyms. At each gym, there will be one NORD game, a junior high girl's game, a junior high boy's game, a girl's high school game and a boy's high school game. In between the games, a short MLK-themed educational piece will be conducted by members of the Southern Christian Leadership Conference.

All basketball game participants will join in the annual MLK march from Louis Armstrong Park to the Louisiana Superdome on Monday, January 19th. At the Superdome event, which begins at noon and will be open to the public, the legacy and lessons of Dr. King will be taught through live music, dance and education. The participating student-athletes and their coaches will then receive free tickets to that afternoon's New Orleans Hornets vs. Indiana Pacers game in the New Orleans Arena, courtesy of the New Orleans Hornets.

"The Hornets are steadfast supporters of the greater New Orleans community, especially of our youth. We are delighted to support the 'Weekend Classic' in its goals of educating people on the legacy of Reverend Dr. King and supporting meaningful service in the community," says

George Shinn, Owner of the New Orleans Hornets.

In the weeks leading up to the 2009 Weekend Classic, all student-athletes will participate in a community-service project with their respective schools. The projects will be coordinated by the New Orleans Hornets, along with Hands On New Orleans and other local community service organizations. These projects will strengthen the lessons of Reverend Dr. Martin Luther King, Jr. while engaging local youth with their community.

Reverend Norwood Thompson, Jr., Southern Christian Leadership Conference - New Orleans Chapter President and co-chair of the New Orleans MLK Holiday Planning Commission, said "Reverend Dr. Martin Luther King, Jr. was a great champion of civic involvement and younger generations are answering his call. Involving local youth from diverse backgrounds in sport and community service will instill the importance of giving back into these young people to their communities."

Local radio stations WWL-AM and WBOK-AM have joined together as radio sponsors of the 'Weekend Classic'. Additional media sponsors include The Times Picayune, the New Orleans Tribune and the Louisiana Weekly. The Greater New Orleans Foundation and the New Orleans Hornets are Silver Sponsors. Bronze Sponsors are Cox Communications, Enterprise Rent-A-Car, First NBC Bank, First Bank and Trust, Gulf Coast Bank & Trust and the Greater New Orleans Sports Foundation.

More information is available at <http://www.adreamandagoal.com>

New Orleans City Council

The New Orleans City Council is the legislative branch of New Orleans city government. The Council considers and enacts all local laws that govern the City of New Orleans. The Council also approves the operating and capital budgets for the City, as recommended by the mayor, and continually monitors revenues and expenditures for local government operations. The City Council is also the regulatory body for public utilities. It also reviews and has final say on many land use and zoning matters, as well as considers major economic development projects for the City. As a Board of Review for Orleans Parish, the Council examines appeals of property tax assessments for real estate taxes, and certifies tax rolls to the Louisiana Tax Commission. Other responsibilities of the Council include overseeing the operation of the public access television in Orleans Parish.

The City Council is comprised of five districts and two councilmembers-at-large. Council President and Councilmember-at-Large Jacquelyn Brechtel Clarkson; Council Vice-President and Councilmember-at-Large Arnie Fielkow; District "A" Councilmember Shelley Midura; District "B" Councilmember Stacy S. Head; District "C" Councilmember James Carter; District "D" Councilmember Cynthia Hedge-Morrell; and District "E" Councilmember Cynthia Willard-Lewis.