



For Immediate Release

Sport Court® Outdoor Game Surfacing Makes A Parking Lot Into A Playground At the Irvin Deutscher Family YMCA

Pleasant Hill, California (May 7, 2008)—The David C. Hayes Sport Court® Recreation Area is now in full play at the Irvin Deutscher Family YMCA in Pleasant Hill, California. Visit any day or evening and you'll see a court filled with engaged and very spirited youth and teens involved in healthy and wholesome activities that range from volleyball, basketball and the very popular pickleball.

The Irvin Deutscher Family YMCA, in the heart of the Pleasant Hill community, has served the populations of Pleasant Hill, Martinez, Concord, Moraga, and Lafayette since 1968. After careful market research and strategic planning, the senior management and board of the YMCA committed to an extensive renovation of the facility, which includes a 4,500 square foot health and wellness center, nutritional teaching kitchen, and outdoor family Sport Court game court. An existing skate park and parking lot were torn down to accommodate the much needed court which features two basketball and volleyball courts and two badminton courts.

The new recreational area is named to memorialize David C. Hayes, a local college student that volunteered his time and energy with youth at the Y and who tragically passed away in a water accident. "The original skate park was named after this wonderful young man," said Michael Erwin, president and CEO of the Mt. Diablo Region YMCA. "It is important for us to honor his memory and his legacy in a way that will continue to impact the lives of our children for generations to come."

Sport Court of Northern California helped in the planning and then installed 14,480 square feet of playing area, all of it done in Sport Court brand's colorful Power Game™ outdoor surface. The project included installation of four Professional SLAMS (Sport Court's adjustable basketball system), eight Collegiate SLAMS, four sets of removable multi-sport net systems, two 50 foot by 84 foot basketball courts, two volleyball courts, a badminton court and a pickle ball court. Pole lighting was also included so it could be used at night for teens and adults. "Our PowerGame all-weather suspended sport surface was ideal for this site," said Jerry Abercrombie, vice president for marketing of Sport Court Northern California. "It has outstanding traction and performance and its colors hold up even after years of sun-light," continued Abercrombie. "It's probably the largest single installation we have done in northern California."

"We were looking for a company that understood what our needs were and could respond with a product that would stand up to the test of time," said Erwin. "That's why we chose Sport Court. They achieved all our goals and it is a very popular addition not only to our YMCA but to our entire community."

While initial planning began in November of last year, the construction was completed within a two week period and the grand opening celebration took place on Saturday, March 15, with hundreds of community participants and YMCA members enjoying free sports clinics and a BBQ. With the David C. Hayes Sports Court in full swing, the YMCA is now the community hub where youth and teens can participate in cohesive physical after-school and weekend activities. Basketball, volleyball and badminton clinics and leagues will provide children and teens engaging activities so that they are not simply hanging out without a place to go.

The Irvin Deutscher Family YMCA annually serves over 15,000 youth, teens and adults and when the entire renovation is completed, the Y will reach an estimated 25,000 community members a year. For information on the YMCA, including membership and program activities at the David C. Hayes Sports Recreation Area, please contact the Irvin Deutscher Family YMCA at 925.687.8900 or visit mdrymca.org.

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