



STEVEN M. FULOP  
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY  
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302  
P: 201 547 5500 | F: 201 547 5442



STEVEN M. FULOP  
MAYOR OF JERSEY CITY

**FOR IMMEDIATE RELEASE**  
November 22, 2013

Contact: Jennifer Morrill  
Press Secretary  
201-547-4836  
201-376-0699

***Mayor Fulop and the Department of Recreation Announce the Launch of the New ‘Beat the Streets Basketball Program’; Program is Funded Through \$25,000 Sponsorship from the Federal DEA***

**JERSEY CITY** – Mayor Steven M. Fulop and the **Department of Recreation** are proud to announce the addition of the Beat the Streets Basketball program to begin on Monday, November 25, 2013. This program, which is funded through a partnership with the federal Drug Enforcement Administration, is one of many new recreation programs aimed at providing positive outlets for children, while also keeping them active and healthy.

A press conference will be held during the kick-off of the Beat the Streets Basketball program at **5:30 p.m.** on **Monday, November 25th at P.S. #17, 600 Bergen Avenue.**

“The Beat the Streets Basketball program is the perfect example of the types of activities we are working to develop for our youth,” said **Mayor Fulop**. “We are proud to develop partnerships with outside organizations and government agencies, in this case the federal government, to create this exciting new programs. We will continue to seek outside donations and partnerships to expand recreation throughout the city.”

This program is funded through a \$25,000 sponsorship from the Drug Enforcement Administration (DEA) New Jersey Field Division and the New York/New Jersey HIDTA, a federal, state and local law enforcement partnership which invests in strategies to help build safe and healthy communities. The DEA has also sponsored a similar basketball program in New York City.

“The DEA is very proud to be a sponsor of the Beat the Streets youth basketball program. Our collaboration with the Jersey City Department of Recreation and NY/NJ HIDTA on this program is a winning combination,” said **Carl J. Kotowski**, *Special Agent in Charge of the New Jersey Division of the Drug Enforcement Administration*. “Athletics are a great way to build confidence and provide positive role models to influence our children. The goal of this program is to keep the children off the street and guide them in a positive direction.”

(more)

(2)

Registration is ongoing for the Beat the Streets Basketball program, which will be available for boys and girls between the ages of 6-14, and will be held every Monday, Wednesday and Friday from 6:00 p.m. to 8:00 p.m. at the following locations:

- M.S. #40, 88 Gates Avenue
- P.S. #17, 600 Bergen Avenue
- P.S. #3, 111 Bright Street
- P.S. #39, 214 Plainfield Avenue
- P.S. #27, 201 North Street

“We are proud to support the Jersey City Department of Recreation in their partnership with the DEA and other law enforcement and community partners, particularly Hall of Fame Coach Bob Hurley, in this exciting new initiative for kids in Jersey City,” said Chauncey Parker, Director of the NY/NJ HIDTA.

For more information please contact **201-547-5003** or visit [www.jerseycitynj.gov](http://www.jerseycitynj.gov)

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-376-0699.////**