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**For Immediate Release**

**August 15, 2006**

## **El Camino College to Sponsor Soccerthon to Bolster Book Fund**

Following on the heels of the exciting World Cup Soccer events, look to El Camino College this coming spring to get in on some exciting soccer action.

The El Camino College Foundation has scheduled its first-ever "Kicks for Books" Soccerthon for April 2007 to benefit the El Camino College Foundation Book Fund. The soccerthon will be held on the El Camino College campus and will kick off on Wednesday, April 25, 2007 with 100 consecutive hours of non-stop soccer played by 1,000 participants kicking, trapping, and passing. The soccerthon ends at 4 p.m. Sunday, April 29.

The event is designed in the international "futsal" style, which is a five-on-five match-up with goal keepers on a basketball court-size field. A partner in the fund-raiser is Hugo Salcedo, Olympic soccer player and founder of the Southern California Youth Soccer Organization.

"This event is about both books and sports – what a great combination," said Salcedo, who helped launch the soccerthon idea at El Camino College.

"As the planning went on, it became very exciting to think we could gather 1,000 people to play soccer, then we started thinking – we could do this."

Participants are invited to play for about an hour, as players will be substituted often. Teams including businesses, corporations, and community organizations are encouraged.

The goal of the fund-raising event is to raise \$100,000 for the El Camino College Book Fund, which last year donated about \$35,000 to nearly 200 ECC students who needed help paying for books. It is estimated that a full-time college student can spend up to \$500 per semester on books alone.

Many students drop out or receive lower grades because they don't have access to the necessary texts. More than 50 percent of the college's financial aid students face this challenge. One book for one class can cost up to \$200, which for many students, makes the cost of a college education beyond their means. All tax-deductible donations to the

Book Fund go directly toward helping eligible students buy books and achieve their educational goals.

Spectators are also welcome to visit the festival-like soccer event, complete with food booths, vendors, and excellent non-stop soccer.

For more information, contact the Renee Dorn at the El Camino College Foundation, 310-660-6039 or [RDorn@elcamino.edu](mailto:RDorn@elcamino.edu).

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