

**32nd ANNUAL H-E-B
HIGH SCHOOL ALL-STAR FOOTBALL GAME**
PRESENTED BY TIME WARNER, CAREER POINT COLLEGE AND GOLD'S GYM

BACKGROUND INFORMATION

The **H-E-B High School All-Star Football Game** is a charity event played in May featuring outstanding San Antonio high school football seniors from the previous fall season. This year's game will be held on Saturday, May 15, 2010, in SAISD Alamo Stadium. Typically about 4,000 fans attend the game. The game is broadcast live on the Texas Sports Radio Network and on a delayed basis by Time Warner Cable.

The event is conducted jointly by the Kids Sports Network and the Olmos Kiwanis Club with proceeds benefiting area youth charities. In the past 31 years the game has raised over \$655,000 for nonprofit organizations.

The initial meeting of game participants and their high school coaches will take place on Tuesday, April 27th at a Kickoff Dinner in the First Presbyterian Church in downtown San Antonio. At the meeting, game rules, practice schedules, etc. are explained. Player practices begin on Monday evening, May 3rd and continue weeknights through Friday, May 14th.

A Player Recognition Banquet will be held on Thursday, May 13th at St Paul Community Center for parents, coaches and players. Past speakers have included Anthony "Priest" Holmes, Jack Pardee, Gary Green, Ray Childress, Earl Campbell, Jim Wacker, Paul Alexander, David McWilliams, and Dan Cook.

Approximately sixty-one area high schools are offered an opportunity to nominate players for the game. Players are geographically divided into East and West squads based on the locations of their schools. The coaches of the game are selected from local high schools. Legendary coach, George Pasterchick will coach the East Team and Angel Cedillo, Holy Cross High School Principal, will coach the West Team. Pasterchick has coached in every game since its inception in 1979. Game alumni include NFL current and former players Eric Brown, Sammy Morris, Alex Van Pelt, Gabe Rivera, Tony Darden, Reggie Rivers, Bruce Collie, A.J. Johnson, N.D. Kalu, Sam Hurd and others. Hunter Lawrence, the kicker for the University of Texas from Boerne, TX, has also been a showcased athlete in this annual event.

An average of 25 college scouts from schools as far away as Missouri, Iowa, Tennessee, Kansas, New Mexico and even Canada attend the game and each year offer college scholarships to as many as 15 participants after the game ends. In the past 30 years, colleges and universities have offered over \$5.7 million in football scholarships to players as a direct result of their participation in this game.

While several states conduct all-star games of this type, we believe that our game is one of only a hand-full in Texas. The reason so few communities attempt to conduct such an important event is because it takes a considerable effort on the part of local businesses and leaders to make it successful. Numerous Kids Sports Network staff members and Olmos Kiwanis Club volunteers work throughout the year planning the game and on game day nearly 100 volunteer coaches, referees, concession stand operators, ticket takers, etc. work long hours to present the game to the public.