



April 6, 2010

**49ERS CONTACT: LISA GOODWIN**  
408-562-4957 (w.)  
408-595-4913 (c.)  
[lisa.goodwin@niners.nfl.net](mailto:lisa.goodwin@niners.nfl.net)

**FC GOLD PRIDE CONTACT: CRYSTAL FUKUMOTO**  
415-887-8804 (c.)  
[cfukumoto@fcgoldpride.com](mailto:cfukumoto@fcgoldpride.com)

**BAWSI CONTACT: Marlene Bjornsrud**  
408-674-5985  
[marlene@bawsi.org](mailto:marlene@bawsi.org)

## **SAN FRANCISCO 49ERS, FC GOLD PRIDE AND BAWSI CO-HOST 2<sup>nd</sup> ANNUAL T.H.I.N.K. GOLD! CONFERENCE**

*Local Sports Teams Help High School Female Athletes  
Achieve Success in Athletics and Life*

**Santa Clara, Calif.** – On Friday, April 9, 2010 the San Francisco 49ers are partnering with FC Gold Pride and the Bay Area Women's Sports Initiative (BAWSI) to co-host the 2<sup>nd</sup> annual T.H.I.N.K. GOLD! conference for high school girls focusing on maximizing the potential of young female athletes. T.H.I.N.K. GOLD! represents the event's objectives of imparting tips about "Training, Health, Inspiration, Nutrition, and Knowledge" for success in athletics and life. The 49ers, FC Gold Pride and BAWSI are uniting to further encourage local female youth to participate in outdoor recreational sports activities in a healthy and successful manner.

"The San Francisco 49ers are honored to co-host the 2<sup>nd</sup> annual conference with two other great organizations committed bringing awareness of the importance of women's sports in the South Bay," said 49ers Community Relations/49ers Foundation Director Joanne Pasternack. "Giving back to our community is something we pride ourselves on and we're looking forward to working with both FC Gold Pride and BAWSI who share that same commitment again this year through the conference."

The day's events, held from 8:00 a.m. to 2:30 p.m. at the San Francisco 49ers practice facility in Santa Clara, will include:

- Inspirational messages from San Francisco 49ers and FC Gold Pride executives and players, and BAWSI Co-Founder and US Olympic and World Cup soccer star, Brandi Chastain.
- Breakout sessions focusing on health, nutrition, and balancing school work and athletics
- Exercise tips from San Francisco 49ers Head Strength and Conditioning Coach Duane Carlisle and Brandi Chastain
- Roundtable discussions with members of FC Gold Pride, wheelchair tennis paralympian Sharon Kelleher, and other elite athletes
- A keynote session moderated by BAWSI founder Marlene Bjornsrud with elite athletes including 49ers offensive lineman Tony Wragge and Olympic softball gold medalist and President of the Women's Sports Foundation Jessica Mendoza
- ZUMBA workout hosted by internationally competitive racewalker, Susan Armenta

Attendees of the event include high school age female student athletes who applied to participate. In addition to the above, attendees will receive written materials, a shirt, healthy food, a chance to win prizes, and the opportunity to take photos and interact with their favorite professional athletes from the San Francisco 49ers and FC Gold Pride and other elite female athletes.

As part of 49ers long-standing commitment to encourage youth to participate in outdoor activities and sports in a healthy manner, the 49ers support the [NFL's Play 60 Campaign](#) with events such as T.H.I.N.K Gold and other programs for youth throughout the year. Please visit [www.49ers.com/youthfootball](http://www.49ers.com/youthfootball) for more information.