



**FINAL – FOR IMMEDIATE RELEASE**  
February 3, 2009

**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 TEAM UP TO CO-HOST 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, March 6, 2009 the San Francisco 49ers are partnering with the FC Gold Pride and the Bay Area Women's Sports Initiative (BAWSI) to co-host a conference for high school girls focusing on maximizing the potential of young female athletes. The title, 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 joining together to further encourage local female youth to participate in outdoor recreational activities in sports in a healthy and successful manner.

"The San Francisco 49ers are proud to help build awareness of women's sports in the South Bay," said 49ers Team President Jed York. "Giving back to our community is something we pride ourselves on and were looking forward to working with both FC Gold Pride and BAWSI who share that same commitment."

The day's events, held from 8:00 a.m. to 3:30 p.m. at the San Francisco 49ers practice facility in Santa Clara, will include:

- Inspirational messages from San Francisco 49ers and FC Gold Pride coaches and players, FC Gold Pride Head Coach Albertin Montoya and FC Gold Pride player and BAWSI Co-Founder, Brandi Chastain, who will be the keynote speaker for the day.
- A hands on workshop lead by professors from the Oregon Health and Sciences University (OHSU) based on their ATHENA (Athletes Targeting Healthy Exercise and Nutrition Alternatives) program, a nationally acclaimed initiative to promote healthy sports training and nutrition as alternatives to drug use in female athletes.
- 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 FC Gold Pride Head Coach Albertin Montoya
- High energy ice breakers and team building activities

The event is open to high school level female student athletes in the Bay Area. 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.

The inaugural symposium is open to 50 female student athletes. Attendees will pay \$25 to participate, with scholarships available. All potential participants need to complete an application form available at the FC Gold website at [www.fcgoldpride.com](http://www.fcgoldpride.com).

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](#) as well as the [ATLAS and ATHENA](#) program 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.

#### About FC Gold Pride

In September 2008, FC Gold Pride joined Women's Professional Soccer (WPS) and will be playing in the WPS inaugural season, beginning with their opening day on April 5, 2009. Currently based in Sunnyvale, FC Gold Pride will play their games at Santa Clara's Buck Shaw Stadium. Team owners are Brian NeSmith, President/CEO of Blue Coat Systems, his wife, Nancy, and daughters Sarah and Amanda.

#### About Bay Area Women's Sports Initiative – BAWSI

The Bay Area Women's Sports Initiative is a public benefit, nonprofit corporation that creates programs and partnerships through which women athletes bring health, hope and wholeness to our community. Founded in 2005 by Olympic and World Cup soccer stars Brandi Chastain and Julie Foudy and former General Manager of the San Jose CyberRays women's professional soccer team, Marlene Bjornsrud, BAWSI provides a meaningful path for women athletes to become a more visible and valued part of the Bay Area sports culture. BAWSI programs create avenues for strong, talented and accomplished women athletes and coaches to inspire girls, women and families with their leadership skills and community service.

- SF-