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**Jim Mora Count On Me  
Family Foundation**

# Press Release

## **Jim Mora Count On Me Family Foundation's "Bus 2 The Bowl" Program**



The Bruin Report Online Readers' 3<sup>rd</sup> Annual Fundraiser for the Jim Mora Count On Me Foundation to benefit new Bus 2 The Bowl Program

**Manhattan Beach CA, August 19, 2014:** The Jim Mora Count On Me Family Foundation's newest program, Bus 2 The Bowl, kicks off on September 6, 2014 at UCLA's first home game against Memphis. More than 200 7 to 13 year olds from Hawthorne to Compton to Pasadena will be bused to the Rose Bowl, treated to a pregame meal and admission to the UCLA Tailgating Experience even before entering the stadium to enjoy the football game. Post-game snacks for the bus ride home will also be provided. Four more of the remaining five UCLA home games will provide similar opportunities and experiences for youth across the Los Angeles basin.

All this is possible due to the great partners and donors that support the Foundation and Bus 2 The Bowl. California Pizza Kitchen, Formula Four <sup>TM</sup> Water, Melissa's/World Variety Produce, Inc. and KIND Snacks are supporting Bus 2 The Bowl through in-kind product.

"Sponsor a Bus," allows companies or individuals to support the program via a cash sponsorship that provides the whole Rose Bowl Experience for 50 kids – from transportation via chartered bus to meals, snacks, t-shirts and other activities.

The Bruin Report Online ([BRO](#)) readers launch their 3<sup>rd</sup> annual fundraising rally for the Jim Mora Count On Me Family Foundation on Wednesday, August 27. Always coinciding with the few days leading up to the first UCLA football game of the season, Count On Me and the "BROs" are excited to announce that this year's campaign (dubbed BROs & Beyond) will directly support Bus 2 The Bowl and the Foundation's efforts to enrich the lives of boys and girls in need or at risk from our local communities. This year's goal of \$50,000 could send hundreds of kids to UCLA football games through the Bus 2 The Bowl program this season. The campaign runs 9AM, August 27 through 12PM August 30, 2014.

**For Release 12:00PM, PDT, August 16, 2014**

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**About the Jim Mora Count On Me Family Foundation** – The Foundation, created in 2005, is a not-for-profit 501(c)(3) organization which supports children in need, primarily in three target areas: children from low socioeconomic backgrounds, mentally and physically-challenged children, and children at-risk. Through the Foundation, Jim Mora, Football Head Coach at UCLA, and wife, Shannon, support children in need in California, Washington and Georgia. The Count On Me Family Foundation has granted over a million dollars to over 50 charitable children's organizations since 2005. This year the Foundation's well-received Holiday Shop Program will include outreach in children's hospitals in California, Georgia and Washington and continues to grow. For additional information about the Foundation, please visit the website at [countonmefoundation.org](http://countonmefoundation.org).

For more information about Bus 2 The Bowl sponsorship opportunities, contact Chuck Price, 310-922-1380 or [chuck.p@comff.org](mailto:chuck.p@comff.org).

For more information about general sponsorship or donor opportunities, contact Lauren Smith, 707-332-9273 or [lauren.s@comff.org](mailto:lauren.s@comff.org).

For more information regarding this press release, request for images or interest in on-site media coverage, please contact Sharí Mills, 619-917-3635 or [shari.m@comff.org](mailto:shari.m@comff.org)



*Photos courtesy of the Jim Mora Count On Me Family Foundation. ("Test Run" of Bus 2 The Bowl Program @ UCLA Spring Game 2014)*