



**FOR IMMEDIATE RELEASE**

**NESTLÉ® NESQUIK® AND THE MIAMI HEAT TEAM UP  
TO SUPPORT LOCAL BOYS & GIRLS CLUBS OF MIAMI-DADE**

*Miami HEAT Player Mario Chalmers Kicks-Off Partnership with Autograph Session for  
Boys & Girls Club Youth and the General Public*

**GLENDAL, CALIF. – October 9, 2013** -- NESTLÉ NESQUIK and three-time NBA Championship team the Miami HEAT today announced a program with the Boys & Girls Clubs of Miami-Dade to help build awareness of the importance of daily activity and fun play for children and families, especially after school. NESQUIK will make a donation of \$10,000 to purchase equipment for after-school programs, and host a series of events with former and current HEAT players, including a Charity Basketball Tournament with local community organizations.

Adult volunteers, staff and youth from Boys & Girls Clubs of Miami-Dade will have a private meet and greet with HEAT NBA Champion Mario Chalmers, just prior to a public autograph session with Chalmers on October 18 from 5:00 – 6:00 p.m. at 3949 SW 8<sup>th</sup> Street at Navarro's store.

The Charity Basketball Tournament to benefit Boys & Girls Clubs of Miami-Dade includes participating community organizations ASPIRA, Junior Achievement of Greater Miami, Big Brothers/Big Sisters of Miami, City of Miami Dept. of Fire-Rescue/Emergency Response Division, among others. HEAT legend player (NAME) will be on hand during the tournament to offer coaching tips to the adult tournament participants, which will be held on court at the AmericanAirlines Arena prior to the San Antonio Spurs vs. Miami HEAT preseason game on October 19, 2013.

“Providing opportunities for youth and adults that combine fun and active play is what Nesquik is all about, and we’re pleased to be working with the HEAT as it adds a lot of excitement for local families,” said Daniel Koch, Marketing Manager for Nesquik.

“Partnering with Nesquik helps support families in our community. I am excited to join them in providing really fun and entertaining opportunities for the children of Boys & Girls Club Miami-Dade, and to help promote their use of healthy beverage alternatives, like Nesquik,” said Miami Heat star player, Mario Chalmers.

For more information about the public autograph session on October 18, 2013, please visit: <https://www.facebook.com/nesquikusa>

#### **About NESQUIK**

NESQUIK® has been America's #1 flavored milk for over 50 years! NESTLÉ® NESQUIK and the NESQUIK Bunny provide kids and families with fun ways to turn milk into an irresistibly delicious, extra nutritious drink. An eight ounce serving of NESQUIK Powder or Ready-to-Drink provides 40% of the recommended daily intake of calcium. NESQUIK continually provides fun and enjoyment for moms and kids alike, and from generation to generation, families have come to rely upon the great taste of NESQUIK to turn the ordinary into the extraordinary.

#### **About Nestlé USA**

Named one of “The World’s Most Admired Food Companies” in *Fortune* magazine for sixteen consecutive years, Nestlé provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that make good living possible. That’s what “Nestlé. Good Food, Good Life” is all about. Nestlé USA, with 2012 sales of \$10 billion, is part of Nestlé S.A. in Vevey, Switzerland — the world’s largest food company with a commitment to Nutrition, Health & Wellness — with 2012 sales of \$98 billion. For product news and information, visit [Nestleusa.com](http://Nestleusa.com) or [NestleNewsroom.com](http://NestleNewsroom.com).

#### **About The HEAT Group**

The HEAT Group is comprised of the National Basketball Association’s Miami HEAT and the 19,600-seat AmericanAirlines Arena. The HEAT is a three-time champion having won its first championship in 2006, its second in 2012 and its third in 2013. The 2013-14 season will be its 26<sup>th</sup> season. The AmericanAirlines Arena is a state-of-the-art facility, which hosts over 150 events per year. For more information, please visit [HEAT.com](http://HEAT.com) and [AAArena.com](http://AAArena.com).

#### **About Boys & Girls Club Miami**

Boys & Girls Clubs of Miami-Dade has been serving youth in the community since 1940. What once was a single building and site for boys has grown to five Clubs serving thousands of boys and girls year round, providing programs in the areas of character and leadership development, educational enhancement, career preparation, health and life skills, cultural arts and sports, fitness and recreation. Club staffing, initiatives, and programs are designed to inspire and enable young people and provide them with the resources to succeed and share in the American Dream. For more information, please visit [www.bgcmla.org](http://www.bgcmla.org).

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