

# Using Sport For Social Change

*“Focus Virgin Island youth through sports and fitness, giving them the confidence they need to set personal goals, achieve their aspirations and create opportunity for themselves, their family and their community.”*

By Dean Doeling



My name is Dean Doeling. I am a Senior Production Artist with Nike and I started this personal initiative in June of 2008 with the idea of just getting the kids of the schools in St. John, USVI something to play with. However, in speaking with many people on and off island, it is now my intention to develop and assist with sports and fitness programs that will eventually be self supporting and sustainable within the U.S. Virgin Islands.



<http://www.freeswimmovie.com/>

I am very excited about viewing this documentary film by Jennifer Galvin on October 11 7:30 pm / St. John School of the Arts, Cruz Bay.

Free Swim is about the paradox of Caribbean coastal people not knowing how to swim.

Since I will be in St. John for the 3rd annual “Just Play!” event, I have been asked to be a guest speaker after the movie and unveil ideas for the “Just Swim!” Campaign.

## “JUST PLAY!” UPDATE

**PRE-REGISTRATION IS REQUIRED FOR ALL PARTICIPANTS AND VOLUNTEERS.**

The 3rd annual “Just Play!” day will be on October 10th of this year in Cruz Bay, St. John. We are looking forward to another wonderful day of sports for the youth and community of the Virgin Islands. There will be new games to play this year and as always, each participant will receive a “Just Play!” t-shirt and water bottle at the beginning of the event and a sport sack filled with Nike product at the end. A free lunch to all participants and volunteers will be provided by Mathayom Catering.

We are still in need of sponsors to hold this event and to continue to help VI youth through sports and fitness throughout the coming year.

Sponsorship levels can be found [here](#) and start at only \$100.00. Please invest in the future of island youth and positive change through sports. It is important to read each sponsorship level closely, as the higher the sponsorship level, the more advertising you will receive. It is important to become a sponsor early to take advantage of all the advertising opportunities. In Kind donations are also gladly accepted through [Global Giving](#).

The [USFSC website](#) now has sign up pages for Participants and Volunteers. Please sign up early as space is limited to the first 150 Participants and the first 75 Volunteers.

## ROLAND WILLIAMS TO BE THIS YEARS GUEST SPEAKER!



Roland Williams is a former tight end from Syracuse.

An 8-year NFL veteran, Roland has enjoyed great success on the field and off. Roland was selected in the 1998 NFL Draft by the St. Louis Rams. A multi-year starter, Roland went on to win Super Bowl XXXIV in the thrilling Rams victory over the Tennessee Titans. Following his Super Bowl victory, Roland played three years for the Oakland Raiders, where he won the American Football Conference Championship. In 2003, Roland played one season with the Tampa Bay Buccaneers. In unique fashion, Roland returned to play another season with the Oakland Raiders and then the subsequent season with the St. Louis Rams before a career ending knee injury sidelined him in 2006.

Off the football field, Roland is an even bigger star at helping others. In 1999, Roland founded Youth Lifeline America, a charitable organization that partners with athletes, entertainers and executives to harness the powerful influence of sports and entertainment to provide free educational training to at-risk youth across the nation.

In 2008, he coached a studious high school student aiming to become a football player on the MTV show “Made.” He is currently a studio analyst for College Football on Versus.