

SERC

Martin Luther King, Jr.

Basketball Challenge



Years of Excellence



“The time is always right to do the right thing.”

Dr. Martin Luther King, Jr.

To Our supporters of the SERC Martin Luther King, Jr. Basketball Challenge,

What a great honor it is to be celebrating 25 years of the Public Housing Basketball Tournament. We celebrate this milestone with great humility and appreciation to so many people that have assisted and participated over the years that have made this program a huge success.

In 1991, a vision was put into motion with the simple idea of getting kids involved in a structured program to give them an alternative to drugs, gangs and many bad things happening in their neighborhoods. Little did we know that so much more was being taught and learned through the hook of basketball.

Coaches and mentors became father figures, grades improved, college and education became important, manners were emphasized, public perceptions were valued and lives were changed! Many of the players went on to play sports in college and even at the professional level. Numerous players found jobs with housing authorities and some are even giving back by coaching teams even today.

Often overlooked, the coaches and mentors deserve all the credit. They are the ones who spent countless hours with the players, not only coaching, but teaching what is important in life. And that is what makes this program special - the fact that we all had a hand in **CHANGING LIVES!**

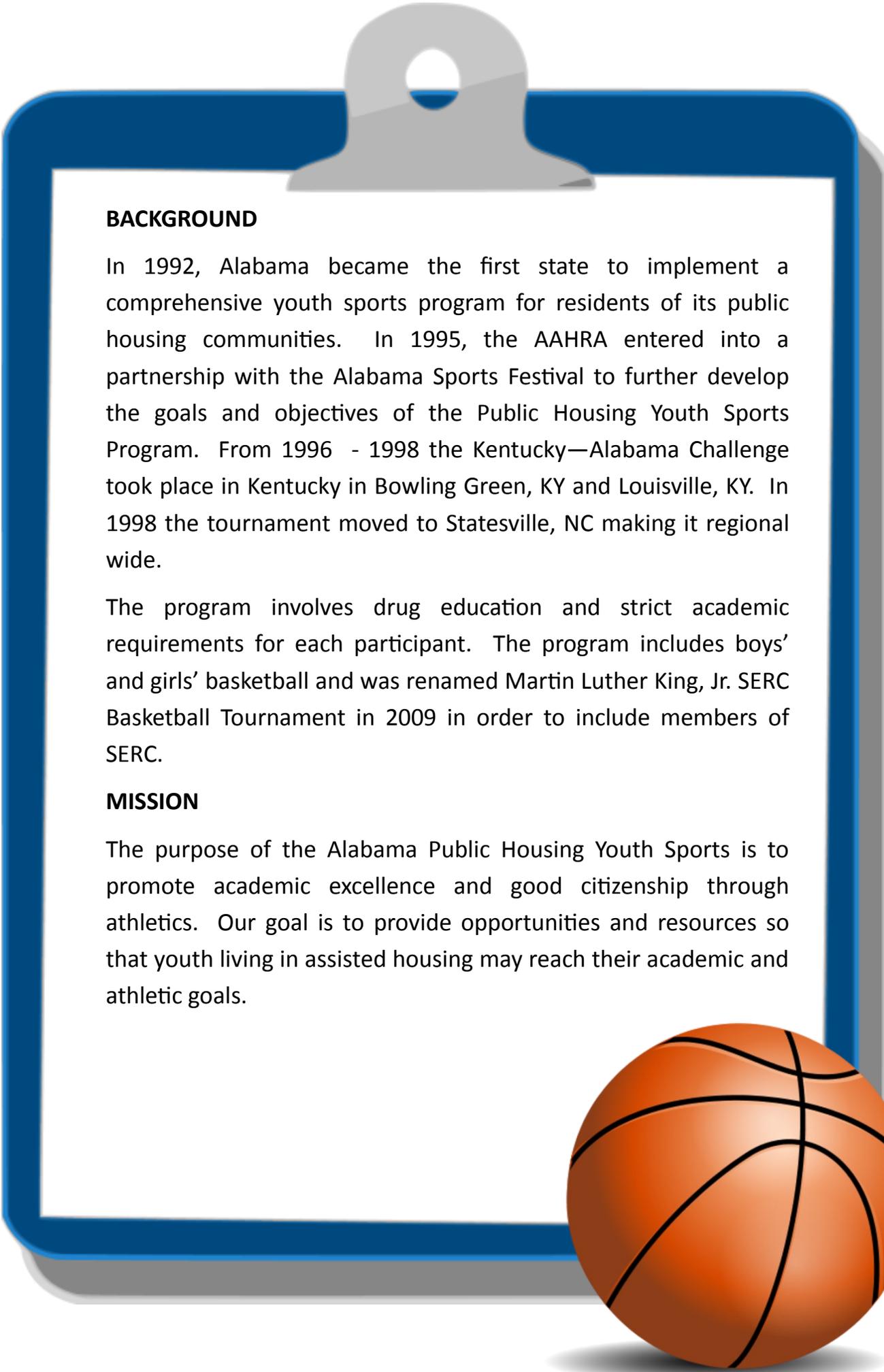
The Originators,

Tom Wachs, Eufala, AL Housing Authority

Abraham Williams, Bowling Green, KY Housing Authority

Donald Belle, Mobile, AL Housing Authority

David Meachem, Statesville, NC Housing Authority



BACKGROUND

In 1992, Alabama became the first state to implement a comprehensive youth sports program for residents of its public housing communities. In 1995, the AAHRA entered into a partnership with the Alabama Sports Festival to further develop the goals and objectives of the Public Housing Youth Sports Program. From 1996 - 1998 the Kentucky—Alabama Challenge took place in Kentucky in Bowling Green, KY and Louisville, KY. In 1998 the tournament moved to Statesville, NC making it regional wide.

The program involves drug education and strict academic requirements for each participant. The program includes boys' and girls' basketball and was renamed Martin Luther King, Jr. SERC Basketball Tournament in 2009 in order to include members of SERC.

MISSION

The purpose of the Alabama Public Housing Youth Sports is to promote academic excellence and good citizenship through athletics. Our goal is to provide opportunities and resources so that youth living in assisted housing may reach their academic and athletic goals.



Through The Years . . .





Only in the darkness can you see the stars.



Dr. Martin Luther King Jr.







A very special thank you to the Southeastern Regional Council (SERC) and the Executive Committee for your continued support of the Annual Martin Luther King, Jr. Basketball & Cheer Challenge. Your 25 years of support has changed the lives of so many. We may never fully know the magnitude of change that has occurred in the lives of so many youth, but the legacy continues . . .



“Life’s most persistent and urgent question is, ‘what are you doing for others?’ ”

Dr. Martin Luther King, Jr.