



FOR IMMEDIATE RELEASE

Wednesday, April 12, 2023

2nd Annual Strong City Field Day on April 16

- *A day of summer activities for NOLA youth organized by Strong City, a nonprofit run by Tulane students.*
- *Attended by families affiliated with our community partners.*

April 12, 2023 (NEW ORLEANS, LA.) – Strong City, a Tulane-based nonprofit, is hosting its 2nd Annual Field Day on **Sunday, April 16 from 3-6 pm @ Brown Field (Tulane Campus)**. We are excited to welcome over 150 children and their families from the Youth Empowerment Project (YEP), the New Orleans Women and Children’s Shelter (NOWCS), the Community Academies of New Orleans (CANO), and Start the Adventure in Reading (STAIR) for a day of summer fun. Activities include soccer, games, face painting, laser tag, a game truck, arts & crafts, food & drink, and an obstacle course! More event details can be found on our website [here](#).

“It’s an honor to invite Strong City’s community partners to campus for a fun day of physical activity and community interaction,” said **Peter Gold, Executive Director and Founder of Strong City**, “Strong City aims to listen to our community partners, and one thing we heard is they wanted the New Orleans youth to engage with the Strong City Community through outdoor activities.”

Following the [tragic attempt](#) on Peter’s life in 2015, he started Strong City, a 501c(3) nonprofit with a mission to reduce gun violence in the city by disrupting cycles of poverty and violence through directly engaging with and supporting local organizations. **We ask them how the resources of the Tulane community can be best allocated so we can plan our events, programs, and fundraisers accordingly.** Field Day is our newest annual event, which we hope will become our hallmark event of the spring. We have increased the capacity of the event to over 150 children (from 45), to reflect the demand from our partners and the increased capabilities of our organization.

“It means a great deal to us because it is an opportunity to bring families together and show our families that there are community partners that really care about their problems. Strong City works hard to provide one on one connection with each child and makes sure that everyone has a great time. And the New Orleans Women and Children Shelter thanks you for uplifting the self-esteem of our children,” said **Sidney Coleman, Executive Assistant at NOWCS**.

Strong City needs your support to empower and inspire the next generation of New Orleanians! To donate or learn more, visit our website at mystrongcity.org or reach out at nola@mystrongcity.org

WHAT: Strong City presents its 2nd Annual Field Day

WHEN: Sunday, April 16, 3:00 – 6:00 pm.

WHERE: Brown Field, 2650 Ben Weiner Dr., New Orleans, La.

About Strong City

Founded in 2015 by Peter Gold M.D., Strong City is a 501c(3) organization with a mission of disrupting cycles of poverty and violence in New Orleans by directly engaging with and supporting the children affiliated with our community partners: the Youth Empowerment Project and the New Orleans Women and Children’s Shelter. The Strong City Staff is comprised of Tulane students and manages both an operational budget of \$35,000 and a network of more than 200 student volunteers. Peter, the Executive Director, and his founding partners serve as close advisors and stewards of the organization. None of what we do would be possible without the support of our community, so become a [Strong Citizen!](#)

www.instagram.com/strongcity
<https://www.linkedin.com/company/strong-city/>

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