



SAM YORTY  
MAYOR

OFFICE OF THE MAYOR  
CITY HALL  
LOS ANGELES, CALIFORNIA 90012

June 25, 1969

*To Dan Sweet*

Honorable Ivan Allen, Jr.  
Mayor of Atlanta  
City Hall  
Atlanta, Georgia

Dear Mayor Allen:

One of the most satisfying developments in Los Angeles during the past year has been the success and the steadily increasing public support and recognition of DIRECTION SPORTS, Inc., a privately operated non-profit program for disadvantaged youngsters.

DIRECTION SPORTS (see enclosed brochure) is the brainchild of its president and project director, Tulley Brown, who initiated the program last September in the Los Angeles area. As a result of the wide coverage given it locally and nationally, the program's unique method -- which uses a sports format as a means of improving learning motivation and educational skills -- has been brought to the attention of an estimated more than one hundred million Americans.

In response to this publicity DIRECTION SPORTS has received over a thousand letters, written by individual citizens, by officials of city, state, and federal government, and by faculty members of numerous universities, asking how they might put the program to work in their cities. Subsequently, a major foundation has expressed interest in paying half the cost of travel and lodging for representatives of the Mayors of one hundred American cities to attend a special five-day DIRECTION SPORTS workshop. The workshop sessions are to be held August 4th through 8th in Los Angeles.

At Mr. Brown's request, I am writing you personally, in advance of formal and final structuring of the planned summer workshop, to invite your consideration of his program and to request a written response to my office in regard to your interest in having your city participate. Your positive reply will be additional indication to the foundation which is considering a financial commitment to the workshop operation of the national interest in the DIRECTION SPORTS program.

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The City of Los Angeles intends to do everything possible to ensure that the workshop sessions are successful in enabling every participant to return to his city with the information and experience necessary to conduct a pilot DIRECTION SPORTS program for the benefit of its constituency.

It is our hope that this conference will move us further ahead, as individual cities, toward a coalition of common interest in the educational development of all disadvantaged American youngsters. I will look forward to hearing from you.

Cordially,



M A Y O R

Enclosure