

For immediate release



## **Men in Black -- Giving Back**

*Calgary Refs helping out in Mexico*

March 22, 2011

Calgary, AB. -- The Men in Black, referees from the *Calgary District Soccer Referees Association* (CDSRA), have established a program to send surplus uniforms to needy referees in the soccer-mad city of Jerez-de-Garcia-Salinas, Mexico.

With a population of 58,000 'Jerez' is situated in the high desert of the central Mexican state of Zacatecas. It was chosen as the being the hometown of Mexican-born and current Calgary referee Raul Briseno.

Familiar with the referee community in Jerez, Briseno will distribute the donated uniforms during a visit there in April. Delighted to participate, he comments, "*Referees in Mexico are in desperate need of better equipment...they need to work one month to buy a new uniform. It's too expensive, so they usually try and make their own...with predictable results.*"

Chica Gonzalez, Executive Director of the Canada-Mexico Friendship Society comments, "*This is a great idea. Mexicans are crazy for this sport -- soccer to Mexicans is like hockey to Canadians -- referees there will love this program.*"

This is the first contribution of its kind by the CDSRA.

Making this an annual event, the CDSRA will roll this program out to other countries as well. Program founder Nik Rasula comments, "*Local referees must stay current with uniform updates --marrying this up with the needs of our ex-pat membership, makes this program a natural.*"

Founded in 1983, the CDSRA is a Calgary based organization that provides training, education and support to referees of all ages. It boasts a membership of 77 (2-Honorary; 1-Inactive; 8-Youth; 66-Adult).

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