



Media Release

“Mayor, Police, Fire Services and EMS Join Basketball Trickster at Niagara Regional Housing Community

NIAGARA REGION, July 30, 2007 – Niagara Regional Housing (NRH) hosted popular Basketball Trickster/Motivational Speaker “Q-Mack” today at the NRH Rykert Street community in St. Catharines. Q-Mack captivated his young audience with interactive basketball stunts that combine to promote self-esteem and positive communication techniques to young people.

St. Catharines Mayor Brian McMullan and representatives of the Niagara Regional Police, St. Catharines Fire Services and Niagara’s Emergency Services Division (EMS) joined Quincy Mack to highlight positive role models for youth and encourage community spirit among young people in the community.

“It was wonderful to see the children respond so enthusiastically to the Q-Mack presentation and then connect to community leaders”, commented Lora Beckwith, General Manager of Niagara Regional Housing, “Some of the children were collecting autographs.” Young audience member Hannah-Leigh was one of many kids that assisted Q-Mack in his basketball tricks and then revelled in the chance to meet local heros. Hannah-Leigh summed up her experience in one word, “Cool!”

Rykert Street is one of Niagara Regional Housing’s family communities and is comprised of 120 townhouse units with a high youth population. Studies have demonstrated that stable housing like Rykert Street contribute to children with better mental and physical health, reduced criminal recidivism and better education. Currently, there are more than 4,000 families in Niagara on the wait list for affordable housing units where families can be raised in a safe and secure environment.

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