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Beverly Hills Basketball League Founder Horowitz Recognized with Step-Up Award

Bruce Horowitz Makes a Difference in the Youth Sports Experience



Pictured l to r: City of Beverly Hills Recreation Services Manager Teri Angel, BHBL Operations Manager Jeff Grijalva, Bruce's son Matthew Horowitz, daughter Margo Horowitz, wife Karen Horowitz, Step-Up Award recipient Bruce Horowitz, Mayor Julian Gold, M.D., and Councilmembers Nancy Krasne, Lili Bosse, and John Mirisch.

Beverly Hills, Calif. – Mayor Julian Gold presented Beverly Hills Basketball League (BHBL) founder and current Commissioner Bruce Horowitz with the Step-Up Award at the January 5, 2016 City Council Meeting. The award is presented to community members who make a difference and have a positive impact on the community. Bruce Horowitz is the founding organizer of BHBL and as the league starts its 18th season this year, he continues to be a catalyst behind the success of the league which today provides 1,300 boys and girls ages 5-17, of which 73% are Beverly Hills residents, with a positive sports experience.

“Bruce developed the League from the ground up,” said Teri Angel, Manager Recreation Services. “There was no national organization to provide him with standard guidelines and format. Bruce partnered with Positive Coaching Alliance, a non-profit organization emphasizing positive character building in the youth sports experience. This partnership has allowed the BHBL to create a development zone in training coaches to become positive influencers so the kids have a positive experience. The league trains over 100 volunteer coaches, annually. BHBL is a Positive

Coaching Alliance National Award recipient.”

Bruce’s leadership has guided BHBL to give back to the community, as well. With BHBL reliant on the use of the Beverly Hills High School facilities through the Joint Powers Agreement, BHBL has made contributions to the BHUSD covering the cost of new equipment and needed repairs.

“We’re grateful to Bruce for “stepping up” over 18 years ago to be the volunteer organizer of BHBL and for continuing to remain involved in a dynamic youth sports program that the City of Beverly Hills is very proud of,” said Mayor Julian Gold.

Bruce thanked the Mayor, Councilmembers and the Recreation and Parks Division for working with him and specifically Teri Angel, Recreation Services Manager for City of Beverly Hills. “Teri’s commitment and dedication are unparalleled to all the youth sports programs in Beverly Hills,” said Bruce. “The partnership with Positive Coaching Alliance allowed for BHBL to train coaches in a positive way and use these unlimited and teachable moments to build self-confidence, self-esteem and positive moral character in the children and I’m proud to be part of that effort and this league,” said Bruce.

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