



Media Release

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For Immediate Release

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UFC star Urijah Faber to hand out lunches, advice at SCUSD high school TODAY

***Mixed Martial Arts (MMA) champion accepts invitation from
Hiram Johnson teens to visit the campus***

WHAT:

Urijah "The California Kid" Faber, one of the most popular MMA fighters in the world and current star of the Ultimate Fighting Championship (UFC), will visit Hiram Johnson High School today to encourage students to eat healthy foods and study hard.

Faber, who grew up in Lincoln, was invited to visit Johnson by students who wrote him letters which they hand-delivered to his downtown Sacramento gym. Faber is expected to hand out lunches to students in the cafeteria and then discuss his personal philosophy for success with the teens who wrote to him.

In addition to his career as a fighter, Faber is the face of Pepsi's AMP energy drink and cofounder of Form Athletics, which he and partner Mark Miller sold to K-Swiss in 2010. Form is no longer in existence. He is now part owner of a clothing company called Torque (www.torque1.net). Still primarily responsible for building the brand, Faber has expanded the roster of sponsored fighters to include MMA phenoms Mark Munoz, Joseph Benavidez and UFC light heavyweight champ Jon "Bones" Jones. A graduate of the University of

California, Davis, with a degree in Human Development, Faber is the leader of Team Alpha Male, which fights out of Sacramento.

WHEN: TODAY (Wednesday, November 28), from noon until about 1 p.m.

WHERE: Hiram Johnson High School
6879 14th Ave., Sacramento CA 95820

WHY: Hiram Johnson High School, one of SCUSD's seven Superintendent's Priority Schools, has enjoyed rising academic achievement and improved school climate in the last few years. Johnson's two-year, 93-point gain on the state's Academic Performance Index (API) is believed to be the biggest increase by any comprehensive high school in California. This fall, 206 seniors in Peter Vidovich's English 12 class wrote to Faber asking him to visit the campus to celebrate student achievement. Four students hand-delivered the letters to Faber's downtown gym.

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