



## THINK BIG SACRAMENTO

*A Regional Initiative to Create Jobs and Economic Growth through a New Entertainment and Sports Complex*

FOR IMMEDIATE RELEASE  
Thursday, July 7, 2011

Contact: Jeremiah Jackson  
Phone: 805-423-3022

### **Think BIG to Recruit “Citizen Architects”** *Residents across region will play key role in complex’s development*

**SACRAMENTO, CA** – Emphasizing the need for a broad, grassroots based effort to build a new entertainment and sports complex, *Think BIG Sacramento* today unveiled its “Citizen Architects” initiative, which will enable residents from throughout the Sacramento region to apply for and become key members of the *Think BIG* team. One of the key responsibilities of the “Architects” will be to facilitate a community design competition for a section of the new facility.

“The new complex will offer hundreds of amenities and opportunities for people from all walks of life,” said Mayor Kevin Johnson. “But, it will only happen if we engage the interest, imagination and participation of citizens from every corner of our region.”

The Citizen Architects will act as neighborhood and community leaders helping to disseminate information and recruit supporters. Their most important contribution, however, will come in the form of a first-of-its kind initiative that will allow the public to design a component of the new entertainment and sports complex.

The program will be open to residents across the Sacramento region of all ages. Application materials are available at [www.thinkbigsacramento.com](http://www.thinkbigsacramento.com).

*Think BIG Sacramento* will review applicants and select those who best capture the spirit and regional diversity of the initiative. The Committee will also integrate several social networking tools into the website to assist the innovative campaign.

“This is exactly what we need to get this complex built,” said popular radio-host and *Think BIG* Committee Member Carmichael Dave. “From the start, this movement has been built by the grassroots energy of the people around our region. I’m thrilled to see that momentum will carry forward through our Citizen Architects.”

Think BIG Committee Member Greg Hayes, who serves by day as Communications Director for State Senator Kevin de Leon, developed the Citizen Architect concept. “This region absolutely needs a more adequate gathering place for entertainment, civic functions, conventions, large meetings, and other events,” said Hayes. “And I know from my conversations with others, there are many people out there who want to help make this happen. I hope they step up in a big way.”

The deadline to apply is 5PM on July 18. Citizen Architects will be announced on or before July 21, with details on the community design competition debuting shortly thereafter.

###