

The image is a promotional graphic for an event. At the top left, there is a stylized orange silhouette of a basketball player in mid-air, jumping to shoot a ball. To the right of this silhouette, the text "NYC DADS and their Kids Shoot Hoops for" is written in a bold, orange, sans-serif font. Below this, the word "MARCH" is written in a large, bold, blue, sans-serif font, followed by "DADNESS" in a slightly smaller, bold, blue, sans-serif font. The background of the entire graphic is white. On the left side, there are three overlapping photographs. The top photo shows a man in a white t-shirt and blue shorts running on a basketball court. The middle photo shows a man in a dark blue long-sleeved shirt and dark pants standing next to a young boy in a blue New York Knicks jersey with the number 10. The bottom photo shows a man in a white t-shirt and dark pants leaning over, interacting with a group of children on a basketball court. At the bottom of the graphic, there is a large photograph of a man in a white t-shirt and dark pants leaning over, interacting with a group of children on a basketball court. The children are wearing various colored clothing, including blue, black, and pink. One child in the foreground is wearing a black t-shirt with "ROCK OUT" written on it. The overall theme is basketball and fatherhood.

On a chilly Sunday at Chelsea Piers sports center in Manhattan, dozens of New York City dads got their kids a little help with their basketball game from Hall of Fame coach Gene Keady and the St. John's University Basketball Camps staff, as well as coach Kennard Robinson from CCNY and coach Allen Fields from Medgar Evers College.

Over 80 kids, from aspiring NBA ballers to those taking their first shot at the hoop, took part in drills designed to build shooting and passing skills and general fitness.

"I think it's tremendous for young people to participate in a basketball clinic like this," said Coach Keady, himself a proud father of three. "It's how I got started in the fourth grade, and I'm proud to help kids get started and learn the fundamentals."

NYC Fatherhood Services Coordinator Alan Farrell opened the event with some remarks. "Our theme this year is fitness. We want to get everyone up and moving," said Farrell. "We find that when fathers are up and moving and getting healthy, their children are up and moving too."

Jesse Mojica, Executive Director of the Office of Family and Community Engagement at the NYC Department of Education, also shared his thoughts on the impact parents have on their children.

"We can never over-emphasize the importance of parental involvement. Fathers, it's important that you're here and that you're setting a good example."

Philip, a father whose eleven year old son was busy dribbling on the court, said "I think this event is great, and there should be more like it. I first got involved with NYC DADS through the Bike New York event."

"It's good for the kids," said NYC dad Jermaine, whose son was also 11. "It's good to have them come out and try new things. Some of these kids have never played before. It's great to be able to watch them try it out."

After the kids had finished their drills, Coach Keady called them together for a pep talk.

"It's important that you get better at basketball, but it's even more important that you get an education," said Coach Keady. "Get good grades, stay in school and practice. Learning basketball is fun, but learning to read is better. It's important to set goals for yourself, whether you want to be an NBA player or just play for fun. Play hard, have great effort, and have discipline."