



"Helping to Change
Communities from Within"
-Pete Carroll, Founder



News & Updates

A Better Holiday Season

By LQ Singian

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Pete Carroll's non-profit organization, "A Better LA" brought holiday smiles to Angelinos this past Saturday, helping to feed 1,500 and raise toys for the area's children, at Helen Keller Park.

Pete Carroll made an appearance after football practice, drawing large cheers from the crowd. A Better LA executive director Brian Center and Councilman Mark-Ridley Thomas spoke at the third annual "Family Christmas Party," which was co-sponsored by A Better LA, BAFTA/LA, and C.U.RE.

The mission of A Better LA, "is to create a model for reducing violence and transforming inner-cities", according to Center. "Our core philosophy is that change has to come from within the community."

Center also made note of Trojan participation in this year's event. A Better LA Toy Drive bins were placed around the Coliseum prior to the USC-Notre Dame game: "Thanks also to all the Trojans who brought toys to the toy drive at the Coliseum...There were lots of happy kids carrying around Trojan dolls, footballs and basketballs on Saturday."

