



Employee Helps Youth Live a Kickin' Lifestyle

Here's an investment that will pay big dividends for years to come: Spending time and energy with youth. So says Lam Austria employee Heinz Oyrer, cofounder and Board member of Livin' Kickin,' a nonprofit association that aims to attract at-risk youth of all ages to organized sports and engage them in community service through sports projects.

Oyrer works for Lam's Business Development and Marketing group in Villach. Because of his marketing background, he was approached a few years ago by community leaders to help launch Livin' Kickin.' Depending on the program, participating youth play organized soccer, interact with other youth from across Europe and the globe, and receive mentoring from adult volunteers. "We want to help keep kids at risk busy so they will stay out of trouble, and hopefully learn some life lessons," Oyrer said. "One of the Livin' Kickin' philosophies is, 'There really aren't any bad kids; they just made a bad decision.' "

Since its start in 2005, over 1700 young people from across the globe have participated in Livin' Kickin' events ranging from 'Youth4Youth' to 'F.I.T. 4 Europe' to 'Sojus' – Social Youth Sports. The programs include organized soccer, volleyball, and sports camps. 'F.I.T. 4 Europe' is their latest project (it will take place in August). Kids from Romania, Italy, Spain, and Austria will deal with topics such as fair play, intercultural know-how, and team spirit. Priorities of the project will be social integration, involvement of young people and cultural diversity. The European Union and the Austrian federal government support these activities.

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Athletes of international renown have endorsed Livin' Kickin' and its projects: Francesco Totti (an Italian World Cup-winning footballer), Felix Baumgartner (most-famous base jumper), Valentino Rossi (Italian professional motorcycle racer and multiple MotoGP World champion), Stefan Everts (motocross racer from Belgium who retired in 2006 after securing his record 10th World Title), Gerald Salmina (an award winning producer, cameraman, adventurer and extreme sportsman as well one of the most powerful motivational, adventure speakers).

Oyrer is involved with Livin' Kickin' because, "I can take social responsibility. It's my way to donate (not with money but with my time and mind). As our organization philosophy says, 'Nothing will bring you a better return on your personal investment than sponsoring to help the abused and neglected children. We truly believe this is the most important service you can ever perform for the community – one that will pay big dividends today and for generations to come.'"

For more information on Livin' Kickin', visit www.Livin-Kickin.com.



Pictured standing third from left: Heinz Oyrer