

Dave Campbell's

TEXAS FOOTBALL®

Special Edition Presented by:

optimum.



LUBBOCK WESTERNERS

Community Connectors

THE LUBBOCK WESTERNERS EMBRACE THEIR HOMETOWN LIKE NONE OTHER



Q&A

WITH **MARIA LARA**

Q. How did you get involved at Lubbock?

"I moved to Lubbock from Chicago when I was in 6th grade. I started teaching here in August of 1998. I am currently a Spanish teacher, varsity cheer coach, and I teach dancing here at Lubbock High."

Q. What makes the Lubbock community special to you?

"Lubbock quickly became my second home. Everyone was very welcoming to me as a child and I feel like Lubbock has provided opportunities for me to grow as a person. I've always been very fond of Lubbock in general and wanted to give back to the community."

Q. What is your proudest moment as a part of the Lubbock community?

"I think anytime our organizations give back to the community. Whether that be volunteering with my dance group, or my cheerleaders being there to serve. We do services like homeless outreach and many other things to represent Lubbock High."



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LUBBOCK - COMMUNITY CONNECTOR AWARD

DAVE CAMPBELL'S TEXAS FOOTBALL

LUBBOCK WESTERNERS

Community Connector Award

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CONNECTING WITH
Coach Juan Rodriguez

Q. Who is your Community Connector? Please give us some examples of how they are involved with the program/ local community.

"Maria Lara is our cheer sponsor and coach.. She has worked with different programs as a volunteer and supporter. Anytime we need help, she's been there. She has helped with many organizations."

Q. What do you talk to your team about when you talk about representing your community and how is your team involved in the community?

"One of the biggest things is our community outreach program. What we are trying to accomplish is self-awareness so the kids understand the environment and where they are growing up. We want them to come back and become productive people within their community. We talk a lot about service work and giving back because it's not just about the game."

Q. Why is it important to you to teach your young men about giving back and being good stewards of their community?

Just as Optimum has been a source of keeping the community connected through its award-winning high-speed internet, Dave Campbell's Texas Football has been a "bible" source for millions of football fans across the Lone Star State.

During this year's Texas high school football season, Optimum is keeping score on local individuals who are making a difference in their community. As a result, Optimum is proud to have partnered with Dave Campbell's Texas Football to do so.

Leveraging Dave Campbell's insight and expertise in scouting, Optimum's partnership with Dave Campbell's Texas Football is nothing short of a "winning connection." The partnership enabled the creation of the Community Connector Award in order to celebrate the achievements of community difference makers year-round – both on and off the field.

Optimum is proud to
recognize

MARIA
LARA

for her contributions
to the community

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Optimum is a proud founder of this award as it celebrates committed students, teachers and parents who stay connected in their community and honor them for their generous hard work and support to make their community a better place.

"I think it's a great and important characteristic to have. Even for myself and staff, you get the opportunity, and you get to use a platform to your advantage. We use these as a start to help us guide these young men and help them understand that they need to be empathetic to their community."

Q. What's unique about your school/ local community? What makes it special?

"One brand, one family. We have a big family environment and it's very close-knit. For our campus and school, we truly believe that we are here to help each other grow and be successful. It's something that we need to create ourselves as a family."

Q. Personally, what does staying connected to your community mean to you?

"I want people to know that I'm familiar with the environment and community and that I'm connected. In some situations, I know what they're going through because I grew up the same way. I am very invested in their growth and success because I have come from similar situations that these boys have, and I just want them to become the hope of someone else's strength and experiences."



A Winning Connection

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