

Media Release

Contact

Melissa Harper, Chief Executive Officer, Good Sports
T: 617-282-6125, ext. 131 E: mharper@goodsports.org

John Bare, Vice President, Atlanta Falcons Youth Foundation
T: 404-367-2062 E: jbare@ambfo.com



FOR IMMEDIATE RELEASE

Good Sports and Atlanta Falcons Youth Foundation Donate \$54,000 Worth of Sports Equipment to Youth Organizations in Georgia

ATLANTA, July 22, 2010—Good Sports, Inc. and the Atlanta Falcons Youth Foundation (AFYF) have awarded \$54,000 worth of athletic equipment to 15 community organizations working to reduce childhood obesity, increase youth fitness, and promote healthy lifestyles for Georgia’s youth.

Good Sports has partnered with AFYF to provide equipment donations that increase opportunities for low-income youth to participate in regular physical activity. The application process is open to programs across the state. Good Sports and AFYF will accept applications for a second round of donations this fall.

“We are thrilled to team up with the Atlanta Falcons Youth Foundation to help kids in Georgia become more physically active,” said Melissa Harper, CEO of Good Sports. “By providing equipment that removes barriers to participation, we can help move more children from sedentary to active lifestyles.”

Good Sports is a non-profit organization that partners with sporting goods manufacturers to distribute equipment, apparel and footwear to youth programs serving underprivileged children. Since 2003, Good Sports has distributed \$4.5 million worth of equipment to over 250,000 kids.

“The Atlanta Falcons Youth Foundation is excited to see so many Georgia communities moving more kids from sedentary to active lifestyles,” said John Bare, vice president of AFYF. “Getting kids up and moving for at least 60 minutes a day is critical to their health, happiness and success at school.”

Since Arthur Blank acquired the Atlanta Falcons in 2002, AFYF has grown to be the largest owner-funded foundation in the National Football League, providing more than \$16 million in grants to nonprofit organizations across the state of Georgia to improve youth fitness and reduce childhood obesity. Working together, Good Sports and the AFYF will provide Georgia youth organizations with the equipment necessary to level the playing field for disadvantaged youth in participating in physical activity.

Community organizations interested in applying during the second grant cycle can fill out an application on Good Sports' website, www.goodsports.org. All applications must be submitted by December 1st, 2010.

Recipients from the first equipment grant cycle include:

Organization: Arthur Blank Family Youth YMCA (Atlanta)

Donated Equipment: Volleyballs, Jump Ropes, Double Dutch Ropes

The YMCA has seen their female athletes shy away from the more traditional sports and this donation will help create new activities that are not male-driven and increase participation among young girls.

Organization: Atlanta Youth Project

Donated Equipment: Soccer Balls, Cones, Ball Pump, Shin Guards, Goals

This will allow the Atlanta Youth Project, in working with the Atlanta Public School System and the Fellowship of Christian Athletes, to begin soccer programs at five middle schools in inner-city Atlanta.

Organization: Center for Children and Young Adults (Marietta)

Donated Equipment: Softball Gloves, Softball Bats, Softballs, Helmets

The organization will be able to start a new softball program and provide a number of homeless children with the opportunity to participate in organized athletics for the first time.

Organization: City of Refuge (Atlanta)

Donated Equipment: Jump Ropes, Hula Hoops, Basketballs, Soccer Balls, Boxing Training Gloves, Speed Bags

Due to tough economic times the organization has been forced to cut back on recreation equipment in order to balance their budget. A donation will help increase the number of opportunities available to the youth they serve and assist in their efforts to help individuals and families experiencing poverty.

Organization: Crisp County Leisure Opportunities (Cordele)

Donated Equipment: Helmets, Shoulder Pads

This donation will help replace worn-out equipment and increase participation for one of the more affordable and inclusive programs in Georgia.

Organization: East Baker Historical Society (Newton)

Donated Equipment: Basketball Jerseys

With current participation numbers lower than their capacity, this donation will help make the program more attractive to area youth and enable them to recruit new kids.

Organization: East Hall Middle School (Gainesville)

Donated Equipment: Helmets, Shoulder Pads, Girdles, Hip Pads, Knee Pads, Thigh Pads, Tail Pads

After a record number of kids came out for the team, the coach had twelve kids on the roster with no equipment. This will allow every child on the team to have their own set of equipment and fully participate with the rest of their peers.

Organization: Fellowship of Christian Athletes (Atlanta)

Donated Equipment: Gloves, Bats

The focus of FCA has been to increase baseball participation due its non-existence in middle schools and diminishing opportunities for youth in the city of Atlanta. This donation will provide a

significant boost to a baseball program that is in its infant stage and allow them to attract more youth moving forward.

Organization: First Tee of Atlanta

Donated Equipment: Junior Golf Club Sets

Many of the clubs that are donated to First Tee are adult size and not appropriate given the age of the children. This donation will enhance the children's ability to learn the sport and improve their skills because the clubs will be properly sized and weighted for them.

Organization: Harper Archer Middle School (Atlanta)

Donated Equipment: Football Cleats

Many of their students come from public housing and do not try-out because they lack the funds for proper shoes and attire. This donation will eliminate any footwear costs for children in need and as a result get more youth involved.

Organization: Jenkins County High School (Millen)

Donated Equipment: Girls Practice Jerseys, Boys Practice Jerseys, Boys Travel Suits

The basketball program has fallen on hard times due to a lack of participation, however this donation will help attract more youth as it will show the students that an investment is being made in the program.

Organization: P.A.S.S. (Decatur)

Donated Equipment: Football Shoulder Pads

The current shoulder pads were purchased six years ago and pose a safety risk to those using them. This donation will help replace the worst of them and allow the organization to direct more funding towards financial assistance.

Organization: Terrell County Recreation Department (Dawson)

Donated Equipment: Football Helmets

Each child is asked to purchase their own helmet, however the majority are unable to. The staff estimates they help purchase helmets for 60% of the players rather than keep kids out of the program, and this donation will help alleviate the major financial strain that is placed on the organization and coaches each year.

Organization: Whitesburg Elementary School (Whitesburg)

Donated Equipment: Pedometers, Exercise Pads, Fitness Bars, Medicine Balls, Fitness Bands

This donation will help the physical education teacher implement a strong fitness component into the curriculum. Georgia has the highest rate of obese children and he has made it his mission to combat this growing problem since he came to the school a few years ago.

Organization: YWCA of Greater Atlanta

Donated Equipment: Portable Hoops, Basketballs, Ball Cart

As a new basketball program the YWCA is currently borrowing much of their equipment from the school that lends their facility to the organization. This donation will allow them to become more sustainable over the long-term and provide a great athletic opportunity for children in Atlanta.

###