

FOR IMMEDIATE RELEASE

National Nonprofit Good Sports Partners with Champion Athleticwear to Increase Access and Opportunity to Play

Donation from the iconic brand will provide critical apparel to youth sports organizations and school programs in need of support

BOSTON, MA (September 27, 2021) – Good Sports, a national nonprofit organization, is pleased to announce a partnership with and charitable contribution of sports apparel worth more than \$2 million from *Champion*, makers of authentic apparel since 1919. The Good Sports mission is to give all kids the lifelong benefits of sport and physical activity by providing equipment apparel and footwear to those most in need. The brand’s donation will be used to support low-income community youth programs across the country.

“Uniforms play a significant role in creating team morale, and the proper game day attire can provide a psychological boost needed to motivate athletes,” said Good Sports CEO, Melissa Harper. “The cost of sport apparel for many programs can be exorbitant, so we are thrilled to welcome the *Champion* brand as a new partner. This generous donation will give a significant number of children the apparel needed to play.”

According to Aspen Institute Project Play, cost is one of the many challenges faced in youth sports. “The average child today spends less than three years playing a sport, quitting by age 11. To keep them in the game, many parents are opening their checkbooks... In 2015, about one in three parents (32%) from households making less than \$50,000 a year told researchers that sports cost too much and make it difficult for their child to continue participating.” Good Sports exists to make sure cost doesn’t keep kids on the bench.

“We’re thrilled to partner with Good Sports to help ensure kids have the sports apparel they need to play sports,” said Jon Ram, group president, global activewear for HanesBrands, which owns the *Champion* brand. “*Champion* encourages everyone to ‘Be Your Own Champion,’ and we’re committed to making sure that cost doesn’t prevent our kids from doing so – or from enjoying every second of their love of game.”

Brian Miracle, physical education teacher, Caryville Elementary School in Caryville, TN, who has received a donation through this partnership said, “The apparel that has been provided will allow us to expand our physical education experience to our students and provide them with opportunities otherwise they may not get. Thank you!”



GOOD SPORTS

GIVES ALL KIDS THE LIFELONG BENEFITS OF SPORT AND PHYSICAL ACTIVITY BY PROVIDING NEW EQUIPMENT, APPAREL AND FOOTWEAR TO THOSE MOST IN NEED.

Any qualifying youth organizations interested in receiving apparel support can submit an application at <https://www.goodsports.org/apply/>. Applications are accepted year-round.

About Good Sports

Good Sports gives all kids the lifelong benefits of sport and physical activity by providing equipment, apparel and footwear to those most in need. Since 2003, Good Sports' all-time impact comes to over \$72 million in donated sports equipment, impacting over 8 million children from more than 4,200 youth programs across the country. Good Sports has been awarded a coveted 4-star rating eight consecutive times from Charity Navigator, the nation's largest charity evaluator, for sound fiscal management, transparency and accountability; and is a Better Business Bureau Wise Giving Alliance accredited charity. To learn more or to get involved, please visit www.goodsports.org and follow us on Facebook [@GSportsInc](https://www.facebook.com/GSportsInc), Twitter [@goodsportsinc](https://twitter.com/goodsportsinc), Instagram [@goodsportsinc](https://www.instagram.com/goodsportsinc) and LinkedIn [@Good Sports, Inc.](https://www.linkedin.com/company/good-sports-inc)

About Champion

Since 1919, Champion Athleticwear has offered a full line of innovative athletic apparel for men and women including activewear, sweats, tees, sports bras, team uniforms, footwear and accessories. Champion uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for its consumers. Champion Athleticwear can be purchased at department stores, sporting goods, specialty retailers and at Champion.com. For more information, please contact us at 1-800-315-0563 or at [Facebook.com/Champion](https://www.facebook.com/Champion), follow us on Twitter [@Championusa](https://twitter.com/Championusa) or on Instagram [@Champion](https://www.instagram.com/Champion). Champion is a brand of HanesBrands (NYSE:HBI).

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