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Countless New York Children are not active because they can't afford to play. Please help us get these kids in the game!

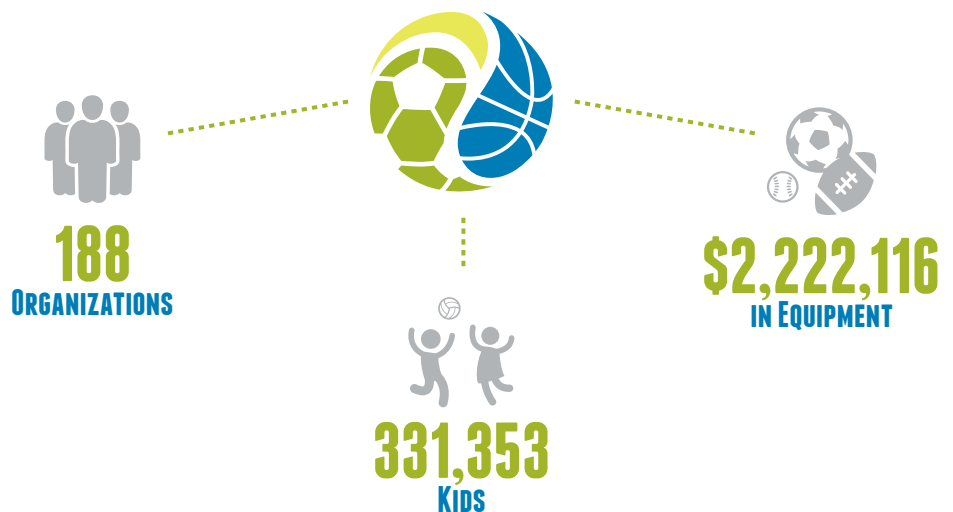
THE GOOD SPORTS STORY

Good Sports exists because with budget cuts and high pay-to-play costs, kids in need are missing out on the crucial developmental benefits that sports and physical activity provide.

- More than half (56%) of New York City children are living in poverty (*National Center for Children in Poverty*) and low-income youth are 4 times more likely to quit a sport due to cost (*Center for Disease Control, 2014, Childhood Obesity Facts*).
- 71% of youth do not get the recommended amount of physical activity each day (*Up2Us, 2014, Even the Score*). A recent NYC audit found that only 6% of schools offer the required two hours of Physical Education for elementary-age children each week.
- Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years. (*Center for Disease Control, 2014, Childhood Obesity Facts*).

Good Sports tackles the financial barrier to play by teaming up with sporting goods manufacturers to provide brand-new equipment, apparel and footwear to youth organizations in high poverty areas. Since 2003, Good Sports has provided more than \$34 million worth of equipment, giving over five million kids the chance to experience the benefits of play.

New York youth are not only improving their fitness but are growing in confidence, getting better grades, making new friends, and improving time-management and goal-setting skills.


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