



FOR IMMEDIATE RELEASE

GREEN BAY PACKERS TEAM UP WITH GOOD SPORTS TO CREATE ACCESS IN SPORTS FOR WISCONSIN YOUTH

In the face of COVID-19, the Packers and national nonprofit Good Sports are combining efforts to bring youth sports and physical activity back to kids still at home.

Green Bay, Wisconsin, September 1, 2020 – The NFL Club Green Bay Packers and national nonprofit Good Sports, Inc are pooling resources to deliver 300 at-home play packs to reach Green Bay and Milwaukee youth programs and their kids that are without structured play due to impacts of COVID-19. This partnership is a part of the Good Sports initiative Restore Play.

The Restore Play initiative aims to provide at least **\$15 million in sports and fitness equipment for thousands of youth organizations and children** across the country who have endured significant setbacks due to COVID-19.

“Many children rely on school for physical education and community programs for active play, social interaction, and character-building experiences. The absence of these services is not just inconvenient, it can be traumatic,” said Good Sports CEO Melissa Harper. “**Eighty-four percent** of our community partners anticipate a decreased budget for sports equipment once play comes back, so the impact of COVID-19 on children in need and their increasingly limited access to sports will be unprecedented.”

The 300 at-home play packs are being sent to the **Boys & Girls Club of Greater Green Bay** and **COA Youth & Family Centers in Milwaukee**. Both organizations will distribute these packs to families so that their children may stay active at home with gear of their own.

COVID-19 has disrupted the existence of structured play in countless communities, making the need for access to proper athletic equipment for kids in need all the greater. Play must be revitalized for millions of children to bring back critical structure, positive social interactions and overall health and well-being. Donations of sporting goods from Good Sports and their industry partners are critical to helping community organizations, schools, and recreational programs to alleviate economic challenges. Equipment donations will support a range of community needs, including at-home play packs, social distance play solutions and full sports programming gear. For the past 17 years, Good Sports has been supporting vulnerable youth across the country, with 80% of their service population being children of color in high poverty communities.

“The Packers are pleased to join Good Sports for their Restore Play initiative to help provide athletic equipment to some of the most vulnerable young populations in Milwaukee and Green Bay,” said Packers Director of Community Outreach and Player/Alumni Relations, Cathy Dworak. “Particularly with the COVID-19 pandemic, youth need new opportunities to remain active, and we are proud to support the effort to provide kids with the proper resources so they can exercise safely.”

With the Restore Play initiative, Good Sports and partners like the Green Bay Packers are critical in providing sports equipment, apparel, and footwear to restore youth sports programs and give children in need access to play as quickly and safely as possible.

If you would like to learn more about Restore Play, please visit <https://www.goodsports.org/restoreplay/>

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 more than \$58 million in donated sports equipment, impacting over 8 million kids from more than 4,200 youth programs across the country. Good Sports has been awarded a coveted 4-star rating seven 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.

About Packers Give Back

Packers Give Back is the Green Bay Packers' all-encompassing community outreach initiative, which includes the Green Bay Packers Foundation, appearances made by players, alumni, coaches and staff, football outreach, cash and in-kind donations, Make-A-Wish visits and community events.

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