

Media Release

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Yasso Frozen Greek Yogurt and Good Sports Donate over \$90,000 to Brockton Youth

Brockton, December 13, 2018 – Yasso Frozen Greek Yogurt, via its Game On! Foundation, and national nonprofit Good Sports kicked-off their first year of partnership by donating over \$90,000 of brand new sports equipment to schools and community programs in Brockton. This donation will help break down barriers to physical education and athletic participation for Brockton youth.

“Community and friendship has always been at the heart of the Yasso brand,” said Drew Harrington, co-founder and co-CEO of Yasso Frozen Greek Yogurt. Having grown up in Brockton’s neighboring town of Easton MA and meeting in kindergarten, Yasso co-founders Drew Harrington and Amanda Klane both attribute their background in athletics for providing them with the tools they needed to succeed as young entrepreneurs. “Children are our most vulnerable citizens and can be negatively impacted by circumstances beyond their control. We founded the Yasso Game On! Foundation to provide resources and create opportunities for those that need it most,” continued Harrington. “By helping others cultivate their inner health rebel through sport, we believe we can bring the positive elements of friendship, work ethic and perseverance into the lives of many. We know first-hand how big of a game changer those can be.”

On December 13th, more than 25 Yasso volunteers packed 62 equipment kits at the Louise F. Angelo Elementary School, which were distributed to six Brockton based schools and youth programs; Louise F. Angelo Elementary School, Manthala George Jr. Elementary School, Edgar B. Davis Community School, Mary E. Baker Elementary School, Brockton High School, and the Boys & Girls Club of Brockton. These six organizations, serving over 8,000 kids, will receive gear such as agility training equipment, playground balls, basketballs, compression shorts, soccer balls, and much more.

“Our partnership with Yasso enables Good Sports to provide even more equipment to deserving youth right here in our backyard,” said Melissa Harper, CEO of Good Sports. “Together, we are thrilled to support these organizations and provide the equipment they need to keep children active, healthy, and happy.”

As part of the event, Yasso volunteers also had the opportunity to interact with some of the youth who will be benefitting from the new equipment at Angelo Elementary School. Throughout the physical education classes that day the Yasso volunteers participated by leading different team building and sports activities, getting everyone active and making new connections.

“Play is the work of childhood, and its value cannot be overstated,” said Márcia Andrade Serpa, Principal at Angelo Elementary School. “Through play, our children make valuable social connections, learn to peacefully negotiate conflict, and communicate with children of varying talents, needs, and backgrounds. This is important for all children, but especially for our many English Learners. It is through play with their peers that they develop the skills to communicate in their new language, learn cultural norms, and broaden their exposure to English. Thanks to this generous gift, our children will have increased opportunities to improve their skills both on the playground and in their classrooms.”

ABOUT YASSO

Kindergarten friends turned entrepreneurs, founders Drew Harrington and Amanda Klane set out on a mission to create desserts that deliver on everyday indulgence with great taste, quality ingredients and superb nutritionals. Since hitting store shelves in 2011 as the first to market frozen Greek yogurt, Yasso quickly became one of the fastest-growing dessert brands in the world, disrupting the brand ranks of deeply entrenched competitors and attracting a loyal following of brand enthusiasts. Yasso currently offers 16 flavors of stick bars and 8 brand new pints, all of which can be found at major grocery and club stores nationwide, and is an active, positive contributor to the community via its Game On! Foundation.

ABOUT GOOD SPORTS

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. Since 2003, Good Sports has provided more than \$39 million worth of equipment to more 4,200 youth programs, impacting over SIX MILLION kids. Good Sports has also been awarded a coveted 4-star rating from Charity Navigator, the nation’s largest charity evaluator, for sound fiscal management, transparency and accountability; is a Better Business Bureau Wise Giving Alliance accredited charity; and is listed on Social Impact Exchange’s S&I 100, an index of top American nonprofits creating meaningful social impact. For more information on how you can support Good Sports, please visit www.goodsports.org