



## **PRESS RELEASE**

May 15, 2020

FOR IMMEDIATE RELEASE

### **Kids in the Game Announces Name Change to *EveryKidSports*.**

*To create a stronger correlation between their name and the organizational mission.*

BEND, OR, May 15, 2020 -- Kids in the Game, a leading nonprofit organization providing the financial support to low-income families that enables kids to participate in after school sports, has announced that they will begin operating under the new name - **Every Kid Sports** - effective immediately. This new name is intended to more accurately reflect the organization's vision -- that every child, regardless of economics, gender or ability, should have the opportunity to realize the many benefits realized through participation in sports.

**Every Kid Sports** will continue to offer their signature program, The Pass, which provides qualified families funding up to four times a year, per child, for participation in the sports of their child's choice. **Every Kid Sports** encourages sports sampling, as research shows that playing multiple sports exposes kids to greater physical literacy, better socialization, and greater enjoyment in being physically and emotionally active. It prepares them for a lifetime of activity, connection, and positive experiences.

Executive Director Natalie Hummel states *"The intention is for the new name to better identify us as the 'go-to' program that families turn to when they need help with registration fees for their kids sports' programs. Regardless of financial situation, we want every kid to be able to play every sport they wish."*

For more information on the name change or to learn more about **Every Kid Sports** please visit: [www.everykidsports.org](http://www.everykidsports.org).

### **About Every Kid Sports**

Headquartered in Bend, Oregon **Every Kid Sports** is a 501(c)(3) nonprofit organization that has worked since 2009 to provide a variety of sports-related opportunities designed to remove the financial barriers that typically prevent kids from being active through sports. **Every Kid Sports** has been recognized by The Aspen Institute as a 2019 Project Play Champion, as well as a recipient of the 2019 Beyond Sport Global Award.

For more information regarding this announcement, please contact:

#### ***Every Kid Sports***

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