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PRESS RELEASE
March 5, 2021
FOR IMMEDIATE RELEASE

Every Kid Sports Partners with ACTIVE Network

To create a strong connection between employees, a company, and the community.

BEND, OR, March 5, 2021 – Every Kid Sports, a leading national non-profit organization that provides financial support to children of low-income families to pay sports registration fees, announces a partnership with ACTIVE Network. Headquartered in Dallas, TX, ACTIVE Network is an activity and participation management technology company with a passion for all things active.

Through ACTIVE Network’s “ACTIVEx Charity Challenge,” ACTIVE Network employees have been swimming, biking, running, and obstacle coursing while fundraising for Every Kid Sports for nearly a decade. Now in its 9th season, the ACTIVEx Charity Challenge will continue to build on its impact in 2021, having raised over \$500,000, while getting over 5000 underserved kids into youth sports. Global Payments, parent company to ACTIVE Network, matches employees fundraising efforts, and in the case of the ACTIVEx Charity Challenge, donates \$100 to Every Kid Sports for every employee who participates and “gets themselves to the start line” in the name of charity.

Kristen Sudela, program manager at ACTIVE who leads the ACTIVEx Charity Challenge program shares, “I’m thrilled to continue to watch this partnership, CSR program, and overall community impact thrive through the efforts of multiple aligned entities as we strive to make people active participants in their community and to make the world a more active place.”

Executive Director Natalie Hummel states, “The team at ACTIVE has been supporting this organization from our beginning. They’ve created the perfect model of how to create a sustainable, engaging, and culture-building corporate giving program that enriches their organization as a whole. The impact they’ve made over the years, the experiences they’ve created for their employees while doing so, is what combining profession and purpose is all about. We’re grateful to be part of the experience they’ve created and continue to provide.”

For more information or to learn more about Every Kid Sports please visit: www.everykidsports.org.

For more information or to learn more about ACTIVE Network please visit www.ACTIVENetwork.com.

About Every Kid Sports

Headquartered in Bend, Oregon Every Kid Sports is a national 501(c)(3), a 2021 GuideStar Platinum Transparency awarded 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 Sports Collective Impact Award for Reduced Inequalities. Partners in their work have included Nike, T-Mobile, Little League International and the National Basketball Players Association Foundation.

For more information regarding this announcement, please contact:

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