



PRESS RELEASE  
March 30, 2021  
FOR IMMEDIATE RELEASE

### **Every Kid Sports Partners with National Football League Alumni**

*To create a strong relationship between our organizations and further the mission of each organization.*

BEND, OR, March 29, 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 the National Football League Alumni (NFL Alumni). NFL Alumni is a nationwide group of former National Football League players, coaches and other employees whose mission is “Caring for our Own and Caring for Kids.”

This partnership will provide new opportunities of financial support for Every Kid Sports and a national platform to tell our story. In addition, each organization will cross promote across their websites and social media channels.

Every Kid Sports will continue to offer their signature program, the Every Kid Sports Pass, which provides qualified families up to \$150 four times a year, per child, for participation in the sports of their child’s choice. Every Kid Sports encourages sport sampling, as research shows that playing a variety of sports allows for 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.

“We are thrilled to be partnering with the NFL Alumni”, stated Executive Director Natalie Hummel. “This partnership allows us to expand our reach and help more kids across the country get access to sports, which is essential for helping all kids reach their full potential as they experience the joy of playing sports.”

Executive Director of NFL Alumni Beasley Reece states, “Many of our members recall being concerned about finding the money to register for sports leagues. Some of these future professionals had to pick sports based on what their families could afford. We love and share Every Kids Sports mission of helping kids experience the many lessons learned on a team.”

For more information 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 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:

#### **Tim Gibbons**

Development Director, Every Kid Sports  
541-306-8448  
[tim@everykidsports.org](mailto:tim@everykidsports.org)