



We pay. Kids play.



PRESS RELEASE
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FOR IMMEDIATE RELEASE

Stack Sports joins the Every Kid Sports National Campaign: We Pay. Kids Play.

*Working together to ensure youth sports survives and thrives after the pandemic
and ensure low-income kids benefit from the power of sport*

BEND, OR, March 15, 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, has announced that Stack Sports, headquartered in Plano, TX, has joined their national fundraising campaign. Stack Sports is the global leader in sports technology, including league management software.

Stack Sports is joining the Every Kid Sports national fundraising campaign and will be supporting the effort in multiple ways. Firstly, to help struggling leagues impacted by the pandemic, Stack Sports has launched a program to help local leagues raise money to offset cancelled seasons. Local organizations can now sell t-shirts to friends and families as a fundraiser through their Fan Wear store which is integrated into registration. A portion of each sale will go to Every Kid Sports to help low-income families in need.

“We are so excited to be able to support an organization like Every Kid Sports and our local Partners with this initiative. Finding ways to make sports more accessible to families is an important part of what we do every day,” said Brandon Shangraw, VP of Marketing and Innovation at Stack Sports. “Our mission to grow participation has never been more important to us than it is now and this partnership does exactly that.”

In addition, Stack Sports has joined as a communications partner of Every Kid Sports; helping to build awareness of the “We Pay. Kids Play.” campaign. Lastly, Stack Sports will continue to look for ways to integrate with Every Kid Sports and explore additional opportunities to support the effort to get more kids in the game.

Executive Director Natalie Hummel stated, “We are thrilled to be partnering with Stack Sports and helping more kids and families benefit from participating in youth sports. Stack Sports has a huge reach and working together we can help youth sports organizations survive and thrive through the pandemic and get more kids in sports. We believe this will be a long partnership benefiting thousands of kids over time.”

For more information or to learn more about **Every Kid Sports** please visit: 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.

About Stack Sports

With nearly 50 million users in 35 countries, Stack Sports is a global technology leader in SaaS platform offerings for the sports industry. The company provides world-class software and services to support national governing bodies, youth sports associations, leagues, clubs, parents, coaches, and athletes. Some of the largest and most prominent sports organizations, including the U.S. Soccer Federation, Little League Baseball and Softball, and Pop Warner Little Scholars, rely on Stack Sports technology to run and manage their organizations. Stack Sports is headquartered in Dallas and is leading the industry one team at a time focusing on three key pillars – Play, Improve, and Engage. To learn more about how Stack Sports is transforming the sports experience, please visit www.stackports.com.

For more information regarding this announcement, please contact:

Every Kid Sports

Bob Trygg

Strategic Initiatives

650-739-5115

bob@everykidsports.org