



PRESS RELEASE  
January 21, 2021  
FOR IMMEDIATE RELEASE

### **Every Kid Sports Partners with U90C Sports**

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

BEND, OR, January 21, 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 U90C Sports. Headquartered in Plano, TX, U90C Sports is a professional youth sports event management company specializing in competitive soccer.

Through its “One Goal Initiative”, U90C Sports will donate \$1 for each goal scored across 15 annual soccer tournaments to Every Kid Sports. On average, 1,000-1,500 goals are scored during U90C Sports tournaments. In addition, each organization will cross promote their charitable missions 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.

Executive Director Natalie Hummel states, “We are thrilled to be the beneficiary of U90C’s ‘One Goal Initiative’. Youth sports have been severely impacted by the pandemic and more families than ever will need help to register their kids for sports. We can’t wait to see how many kids we can impact through this great program.”

For more information or to learn more about Every Kid Sports please visit: [www.everykidsports.org](http://www.everykidsports.org).  
For more information or to learn more about U90C Sports please visit [www.u90c.com](http://www.u90c.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:

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