

Every Kid Sports Declares Youth Sports Equity Month to Address Inequities in Youth Sports Participation.

BEND, OREGON, UNITED STATES, June 1, 2023 /EINPresswire.com/ -- Every Kid Sports, the award-winning national 501(c)(3) nonprofit that helps children from income-restricted families play youth sports, has declared June “[Youth Sports Equity Month](#).” The campaign will raise awareness about the cost-prohibitive nature of youth sports, with just 22% of children from underserved communities able to participate. This discrepancy can have a dramatic impact on a child’s developmental skills, physically, mentally and socially.



Youth Sports Equity Month June 2023

“Youth sports participation is one of the most powerful youth development tools on the planet,” said Natalie Hummel, Founder and Executive Director of Every Kid Sports. “The research tells us every dollar invested in youth sports produces a 1000% return to society. The challenge is, too many kids are being priced out of recreational sports, between the registration fees and equipment and travel costs. Youth Sports Equity Month celebrates our second year as a national organization, and shines a light on how we’re helping get kids in the game.”

Youth Sports Equity Month will draw attention to the inequities in the youth sports space, illustrate how participation develops prosocial behaviors and invaluable life skills, and drive donations that further empower Every Kid Sports to cover youth league registration fees for kids in underserved communities. Campaign messaging will be amplified by the organization’s network of partners, including Stack Sports, Skyhawks Sports Academy, National Academy of Athletics, Positive Coaching Alliance, Vozzi, NFHS Network, Chek, Kobi, RAC Sports, MOGL and Dime Sports.

Additional details pertaining to Every Kid Sports and the Youth Sports Equity Month campaign can be found at <https://everykidsports.org/youth-sports-equity-month-2023/>.

ABOUT EVERY KID SPORTS:

Every Kid Sports is an award-winning national 501(c)(3) nonprofit that empowers children to play sports by covering youth league registration fees. Since 2009, the organization has helped “level the playing field” by providing over 100-thousand grants that help children in low-income communities. Every Kid Sports has received the GuideStar Platinum Seal of Transparency and the Impact Award for Reduced Inequalities by the Beyond Sports Collective, and has been recognized by The Aspen Institute as a Project Play Champion. Grant partners include Under Armour, DICKS Sporting Goods, T-Mobile, NFL Flag Football, Little League International and the NBA Players Association Foundation. To learn more, submit a grant application, or show donor support, please visit www.everykidsports.org.

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