



## **Foot Locker Foundation Unites Footwear and Athletic Industries for “Hooping For A Brighter Future”**

### **A First-of-its-Kind Online Fundraising Event Raising More than \$750,000 for Deserving Students Across the Country**

**New York, New York – January 19, 2021** – In a star-studded effort to support the United Negro College Fund (UNCF) and the Foot Locker Scholar Athletes program, the Foot Locker Foundation took to the court – virtually – for “Hooping for a Brighter Future.” A first-of-its-kind online fundraising event hosted by Christian Crosby, basketball personality and founder of LiveLifeNice, the basketball-themed challenge called upon some of the world’s best players (and basketball fans) to take one shot and raise funds for scholars nationwide.

“This year, we knew we couldn’t bring everyone together for our traditional On Our Feet gala, but it was important to us to be able to make a difference and continue to raise money for our students,” said Richard Johnson, Chairman and Chief Executive Officer, Foot Locker, Inc. “So, we got creative and challenged our donors to a shoot-out. With every donation, we provided one shot by (a mystery player) to build a brighter future for these outstanding students. It’s a true celebration of the significant contributions and impact we are making together, particularly during these challenging times.”

The all-star event included an impressive lineup of well-known basketball pros including current season standouts Sue Bird, Buddy Hield, and Danilo Gallinari, and Hall of Famers Walt Clyde Frazier and John Starks. Other professional athletes and celebrities also took to the court including Coco Gauff, American tennis player, Steve Nash, professional basketball coach and Hall of Famer, Beatrice Domond, professional skateboarder, and Jesse Jones AKA “Filayyyy,” social media personality.

The event also spotlighted Alexandra Martinez, a Queens native and Foot Locker Scholar Athlete scholarship recipient, on what the fund has meant to her. Now studying Global Affairs at Long Island University Global, Alexandra credits the scholarship for helping her pursue her dreams and education.

“Foot Locker made it possible to pursue my dreams in school, my education, and expand my knowledge. They actualized everything that I put forward into the world and I can’t thank them enough.”

In addition, athletic footwear and apparel companies including Nike and Jordan “showed up” as the premiere “Hall of Fame” sponsor, joined by top donors New Balance, Converse, adidas, Vans, Puma, UGG, ASICS, Champion, Converse, Crocs, FILA, Reebok, Timberland, and Under Armour, to name a few, who also lent their support to this important cause. As a result of their generous contributions, the virtual event raised more than \$750,000, supporting the Foundation’s mission to empower youth through its educational initiatives.

The Foot Locker Foundation is the charitable arm of [Foot Locker, Inc.](#), which leads the celebration of sneaker and youth culture around the globe through a portfolio of brands including Foot Locker, Lady Foot Locker, Kids Foot Locker, Champs Sports, Eastbay, Footaction and Sidestep. With approximately 3,000 stores in 28 countries in North America, Europe, Asia, Australia, and New Zealand, as well as websites and mobile apps, the Company's purpose is to inspire and empower youth around the world. Over the years, the Foot Locker Foundation has developed significant partnerships and programs to improve and enrich the educational, health and sports opportunities for young people across the country, and has awarded over 1,100 scholarships, totaling more than \$10 million, to outstanding students through all of its programs.

Launched in 2011, the Foot Locker Scholar Athletes Program annually awards \$20,000 college scholarships to 20 exceptional students who demonstrate academic excellence and exemplify strong leadership skills both in sports and within their communities. In addition, one of the 20 students selected will be awarded the Ken C. Hicks Scholarship in honor of the organization's former Chairman and CEO, and will receive an additional \$5,000 for exemplifying superior academic achievement, personal passion, and a true love of the game. To date, the program has awarded 200 scholarships, totaling \$4 million. For more information on our scholarship program visit [footlockerscholarathletes.com](http://footlockerscholarathletes.com).

UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, supports and strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. UNCF institutions and other historically black colleges and universities are highly effective, awarding nearly 20% of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 1,100 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized trademark, "A mind is a terrible thing to waste."<sup>®</sup> Learn more at [UNCF.org](http://UNCF.org) or for continuous updates and news, follow UNCF on Twitter at [@UNCF](https://twitter.com/UNCF).

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