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LOB CITY STAR DEANDRE JORDAN SURPRISES 200 LOS ANGELES MIDDLE SCHOOL STUDENTS WITH TWO NEW BASKETBALL HOOPS AND JUDGES A DUNK CONTEST

PITTSBURGH, December 16, 2014 – In the spirit of giving a “Gift That Matters” this holiday season, Clippers star and proud member of Lob City, teamed up with The DICK’S Sporting Goods Foundation to surprise more than 200 unsuspecting Los Angeles middle school students with two new basketball hoops and judge a dunk contest as part of DICK’S Foundation’s national #HolidayHoops program. Monsenor Oscar Romero Charter School will now field a basketball team for the first time in 2015.

The [#HolidayHoops](#) campaign launched on #Giving Tuesday (Dec. 2), during a surprise appearance by Cavaliers star Kevin Love at a Cleveland elementary school. The campaign is a pay it forward movement that will ultimately result in the donation of 100 Lifetime® basketball hoops this holiday season to more than 50 organizations in need across the U.S. To date, more than 50 hoops have been delivered to deserving organizations.

"This holiday season, we wanted to enhance our “Gift That Matters” campaign by exploring the unique power a basketball hoop has to unite people and communities," said Lauren Hobart, SVP & Chief Marketing Officer, DICK'S Sporting Goods and President of The DICK’S Sporting Goods Foundation. “We believe that sports really do matter and DICK’S Foundation is thrilled to be able to provide 100 hoops to schools and communities across America.”

Each day in December, two participating organizations will be gifted two hoops and then have the opportunity to pay it forward and gift two hoops to another deserving organization. The recipients of the hoops will be announced and tagged with #HolidayHoops on social media channels including Facebook and Twitter throughout the month.

Additionally, to showcase the power of sports, DICK’S produced a two-minute film, capturing the authentic reactions of onlookers before and after a basketball hoop randomly appears in five locations across Cleveland, Los Angeles and New York City.

All #HolidayHoops activity is hosted on DSG.com/holidayhoops which includes the film, a U.S. map updated each day illustrating where the 100 hoops have been donated and social media content captured throughout the giving campaign.

DICK’S Sporting Goods and The DICK’S Sporting Goods Foundation believe sports matter, and access to athletics is important to teach kids valuable life lessons. For more information visit: DSG.com/holidayhoops.

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About The DICK’S Sporting Goods Foundation

The DICK’S Sporting Goods Foundation is an exempt 501(c)(3) non-profit corporation with a mission to inspire and enable sports participation. It was created by DICK’S Sporting Goods, Inc. as a private corporate foundation to support DICK’S charitable and philanthropic activities.