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Contact: Sam Waterstone, Communications & Development Manager

sam@shootingtouch.com

NBA Foundation Awards Funding to Boston Nonprofit Shooting Touch To Support Economic Mobility For BIPOC Youth

BOSTON, MA – In celebration of Black History Month, the NBA Foundation awarded grant funding to Boston-based nonprofit Shooting Touch in order to support economic empowerment and upward mobility for girls of color ages 9-17. Shooting Touch’s unique sport-for-development model reaches over 300 girls from the Greater Boston Area annually, turning basketball courts into classrooms, community centers, and health clinics in an effort to challenge the existing socio-economic disparities negatively impacting the BIPOC community.

“The NBA Foundation is proud to support Shooting Touch in its efforts to use the power of basketball to bridge opportunity gaps for girls of color facing racial, gender and economic inequalities in Boston,” said NBA Foundation Executive Director Greg Taylor. “We look forward to being just a small part of Shooting Touch Boston’s continued impact on the young people they serve.”

Shooting Touch has a long-standing relationship with the NBA via the Boston Celtics organization, including key support from active Shooting Touch Board Members Grant Williams (Celtics Player, Vice President of the NBA Players Association) and Allison Feaster (Celtics Vice President, Player Development & Organizational Growth), along with the Community Engagement Department for the Boston Celtics and the Shamrock Foundation.

“Basketball is our platform for delivering life-changing education and resources to those that may not otherwise have access to them,” said Liza Gallagher, Executive Director at Shooting Touch. “We are very grateful for the support of our new partners at the NBA Foundation and the continued support of our friends over at the Celtics, which will allow us to further enhance our upward mobility programming for the 300+ young BIPOC female athletes we serve in Boston. We look forward to leveraging this opportunity to shine light on and impact even more young people throughout our city and potentially other NBA markets in the long term.”

Using a variety of no-cost basketball programs as the hook, Shooting Touch focuses on benefiting student-athletes beyond the court by providing paid summer internships, prep school and college recruitment opportunities and support, as well as experiential learning courses and educational

resources related to health, female empowerment, career and leadership development, and other critical life skills.

“It’s more than just playing basketball here - I feel comfortable growing at Shooting Touch. I feel more athletic, yes, but it has also made me want to do more in life,” said one Shooting Touch Boston athlete. “I’ve gained a sense of identity through basketball, and Shooting Touch is fully there to support that personal journey. Shooting Touch gives us the information to help us be our best, about healthy relationships, women empowerment, and nutrition. No matter who you are, or what your skin color is, or how good at basketball you are, when you step on the court, Shooting Touch sees you.”

About Shooting Touch

Shooting Touch is a global sport-for-development organization based in Boston, Massachusetts, whose mission is to use the mobilizing power of basketball to bridge health and opportunity gaps for youth and women facing racial, gender, and economic inequalities.

Since the program’s inception in 2015, Shooting Touch has used the platform of sport to educate and inspire hundreds of girls from within Boston’s BIPOC community. By providing a safe and inclusive space to grow and learn, Shooting Touch equips young female athletes with the necessary tools, confidence, and resources to achieve their highest potential and influence positive change in their communities.

To learn more about Shooting Touch or to get involved, visit www.shootingtouch.com.

About the NBA Foundation

Created in August 2020, the NBA Foundation is the league’s first-ever charitable foundation dedicated to driving economic opportunity for Black youth. The Foundation invests in local and national organizations that promote school-to-career and workforce development opportunities. During this recent grant period, the NBA Foundation provided \$16.4 million in grants to 34 organizations serving Black youth through economic empowerment.

For more information, visit nbafoundation.com.

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