

**Youth Venture – New England**

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## FOR IMMEDIATE RELEASE

### Nike and Youth Venture Recognize MA Teens as Real Life Gamechangers

CONCORD, NH – October 30, 2008 – Congratulations to Kayla Reeves of Shirley, MA, selected by Nike and Ashoka’s Youth Venture® for her inspiring and impressive efforts to teach leadership, confidence, and life skills to inner-city elementary and middle school age girls through the sport of Ultimate Frisbee.

This recognition is part of a new “sports for social change” initiative between Nike’s Gamechangers project and Youth Venture – who together believe in the power of sport to improve communities around the world. The partnership draws upon Nike’s global presence in sports and athletics, along with Youth Venture’s extensive network of young social entrepreneurs in 17 countries.



Through collaborative efforts, Nike and Youth Venture plan to mobilize a generation of young changemakers, like Kayla, to make an impact in their communities through sport. Young people globally will be encouraged and supported to leverage sport to launch their own youth-led, sustainable social Ventures. Kayla and her teammate Amanda Griffin launched their social Venture *Team Ultimate* in 2006 as a result of Youth Venture’s regional partnership with United Way of North Central Massachusetts and Mount Wachusett Community College.

On Saturday, November 1, Kayla and her Venture will be showcased in Atlanta, GA, at the special Lenox Square Mall opening of one of Nike’s newest retail stores – one of several that will promote the Gamechangers “sports for social change” initiative. These stores will highlight Youth Venture Teams on their community walls and feature the sale of Nike - Youth Venture co-branded gift cards, with up to \$5 from each card purchased going to support Youth Venture.

#### *About Nike Gamechangers*

Nike Gamechangers is the search for the heroes of tomorrow; young athletes who use sport to BEAT the issues that they care about most. [www.NikeGamechangers.com](http://www.NikeGamechangers.com)

#### *About Youth Venture*

Ashoka’s Youth Venture® is a global movement of young changemakers. Youth Venture inspires and invests in teams of young people to start their own sustainable social Ventures and connects them into a powerful global network. Collectively, these young changemakers are redefining the youth years as a time of initiative and positive change. For more information, please visit [www.GenV.net](http://www.GenV.net)

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