



A BSN Sports employee in Dallas signs off on weight lifting equipment bound for Liberia.



Doc Lawson pictured here in September 2011 in an empty fitness room at the Liberia YMCA in West Africa. Two containers of sports equipment are shipping in December to help outfit the space.



AWARDS VICTORY GRANT TO LIBERIA YMCA

BSN Sports, formerly Sport Supply Group, Inc., plans to donate 25,000 pieces of athletic equipment to the Liberia YMCA in West Africa. The donation is the largest to date as part of BSN Sports' Victory Grant Program.

In September, BSN Sports announced the official launch of the Victory Grant Program, which represents a \$1 million commitment by the team sports dealer giant to provide free equipment and uniforms to school athletic programs and recreation leagues in need. In early November, The St. Philip's School & Community Center in Dallas received a \$5,000 "Victory Grant" for equipment to bolster its athletic programs.

Donations to the Liberia YMCA in West Africa include nine weight lifting machines for multiple fitness facilities and more than 2,200 soccer balls from BSN Sports.

Facilitating the shipment is Adolphus "Doc" Lawson, a Liberian native and a long-time Dallas resident and past collegiate, Olympic, and professional U.S. men's soccer player. Lawson led the Dallas Sidekicks to a league championship in 1986-87. Through his organization Donami Sports, Lawson is in the initial stages of developing and implementing sports and recreation programs in his native country.

Founded in 1881, Liberia YMCA now serves over 10,000 members. With nine facilities, the YMCA of Liberia seeks to unite, develop and empower young people and others, thereby strengthening communities.

"Two civil wars have left 65 percent of Liberia's population under the age of 19," said Lawson. "The power of athletics and sports is enormous. All children need safe spaces that are clean and family-

friendly. The YMCA's philosophy of promoting youth development, energizing healthy living and inspiring social responsibility is at the core of all Donami activities."

To that end, Lawson has begun a 10-year, \$100 million project partnering with the YMCA in Liberia, a 130 year-old institution. Lawson has long been affiliated with the YMCA of Metropolitan Dallas, and as a result he is an advocate of YMCA values.

"The YMCA is a customer of ours, so when a man as dedicated as Doc Lawson asked for help, we knew his ideals matched the goals of our Victory Grant program," said Adam Blumenfeld, chief executive officer of BSN Sports. "To build the first National Soccer Program in a country so devastated by civil war is a testament to the power of one person."

Lawson will oversee the shipment of two 40-foot containers of sports equipment and t-shirts to Liberia later this month. "The children of Liberia will be playing soccer early next year, thanks to this generous donation from BSN Sports," said Lawson.

Programs nationwide are invited to apply for Victory Grant consideration via BSN Sports' 250 local field representatives or online at www.BSNSports.com/sponsorme. Grants will be allocated on a rolling basis and are open to all organizations. Athletic programs at the elementary school level can apply for U.S. Games Fit Funds program at www.usgames.com/sponsorme.

Founded in 1972, BSN Sports' dealer business includes Kesslers Team Sports, Dixie Sporting Goods, Orlando Team Sports and Salkeld Sports. While based in Dallas, BSN Sports operates in 40 offices and through 250 local sales representatives nationwide.