



LISC/ESPN PILOT HOME COURT PROGRAM GRANTS \$25,000 TO RENOVATE A BASKETBALL COURT AT WATERLOO PLAYGROUND IN PHILADELPHIA, PA
Award is part of \$150,000 in new grants for basketball courts nationwide

FOR IMMEDIATE RELEASE

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May 7, 2018 – Urban Roots has been awarded a \$25,000 LISC/ESPN Pilot Home Court grant to renovate the basketball court at Waterloo Playground in the Norris Square Community of North Philadelphia.

The grant from ESPN and Local Initiatives Support Corporation (LISC), the nation’s leading community development support organization, is part of \$150,000 allocated this year.

The LISC/ESPN Pilot Home Court Program is a collaboration between ESPN and LISC that provides non-profit, neighborhood-based organizations, middle schools and high schools with financing and technical assistance to improve the quality, safety, and accessibility of local basketball courts in selected markets. The Home Court program is part of a larger ESPN social responsibility initiative, RePlay that works to revitalize vacant spaces into places for sports, recreation and play.

Urban Roots will completely renovate the basketball court at Waterloo Playground that will include relocating, resizing and resurfacing the court as well as installing new basketball goals and improved court lighting. The improved court will impact the hundreds of kids who play on the court every week and multiple community stakeholders who also use the space.

LISC identifies local, nonprofit, community-based agencies that have an interest in building or refurbishing basketball courts in schools and neighborhood parks. Through the program, local agencies are provided with the necessary financing and technical assistance to improve the quality and safety of

courts in their communities. The agencies oversee the construction, maintenance and programming of the courts.

“Basketball courts can serve as tremendous neighborhood assets,” said Kevin Martinez, vice president of ESPN Corporate Citizenship. “They provide more young people the ability to access to sports, which ultimately contributes to better health and quality of life for those in the community.”

“We are impressed by Urban Roots’ ability to engage and partner with community residents to revitalize recreational spaces,” said Andy Frishkoff, executive director of Philadelphia LISC. “The renovation of the basketball court at Waterloo Playground is the first key phase of a larger transformation that will benefit Norris Square residents of all ages.”

About ESPN Corporate Citizenship

ESPN believes that, at its very best, sports uplift the human spirit. Its corporate citizenship programs use power of sport to positively address society’s needs through strategic community investments, cause marketing programs, collaboration with sports organizations, and employee volunteerism, while also utilizing its diverse media assets. For more information go to www.espn.com/citizenship.

About LISC

With residents and partners, LISC forges resilient and inclusive communities of opportunity across America- great places to live, work, visit do business and raise families. Since 1980, LISC has raised more than \$20 billion to build or rehab more than 376,000 affordable homes and develop 63 million square feet of retail, community and educational space nationwide. For more information, visit www.lisc.org.