



**FOR IMMEDIATE RELEASE:**

**THE HOOP DREAMS SCHOLARSHIP FUND SELECTED AS  
WASHINGTON REDSKINS YARDS FOR YOUTH BENEFICIARY**  
*Innovative Fundraising Campaign Enables On-line Donations*

**WASHINGTON, DC** (July 18, 2005) – The Hoop Dreams Scholarship Fund, along with numerous other local nonprofits with an emphasis on youth, has been named one of the benefiting charities for the **Washington Redskins' Yards for Youth** fundraising campaign. Created by the Washington Redskins Charitable Foundation, **Yards for Youth** is a unique opportunity to donate to The Hoop Dreams Scholarship Fund – as well as a great way to cheer on your favorite NFL team. **Yards for Youth** donations are based on the Redskins on-field achievements during the entire 2005 season.

On-line at **[www.yardsforyouth.org](http://www.yardsforyouth.org)**, donors will pledge a specific dollar amount for each offensive yard gained by the Washington Redskins during the 2005 season. Donors will be able to designate which organization will receive their donation from the pre-selected youth-focused charities.

During the 2004 season, the Washington Redskins gained 4,398 total offensive yards. If a donor pledged 2 cents per yard through **Yards for Youth**, the total pledge for that selected charity at the end of the 2004 season would have been \$87.96 from that single donor. To make your pledge for **Yards for Youth**, visit **[www.yardsforyouth.org](http://www.yardsforyouth.org)**.

The Hoop Dreams Scholarship Fund was founded in 1996 by Susie Kay, who taught American Government at H.D. Woodson High School in Washington, DC for over a decade. The organization began as a one-day event, a 3-on-3 charity basketball tournament staged to raise money for academic college scholarships for Kay's students. Since then, still led by Susie Kay, a committed group of dedicated volunteers, supporters and a small staff has worked to grow the effort into a year-round not-for-profit organization committed to expanding the academic and career horizons of Washington, DC public school students.

Since our inception in 1996, The Hoop Dreams Scholarship Fund has helped send nearly 750 DC public high school students to college and move toward a more positive and enriched future with the combination of awarding of over 1,100 academic college scholarships and renewals, totaling approximately \$2.5 million coupled with our year long college prep mentoring program, internship program and SAT prep partnership program with the Princeton Review. These programs and scholarships are combined with our community building efforts, which are all focused on empowering DC students and building bridges across diverse communities. Hoop Dreams has brought together over 800 DC students and mentors from the local business community through our year long college prep mentoring program; facilitated hundreds of internships; engaged over 1,000 volunteers in community work; and helped coach nearly 400 students through our SAT prep program in partnership with The Princeton Review. We are also very proud to note that many of our Hoop Dreams college graduates have returned to volunteer and mentor with the organization, completing the circle of community service. Over 125 of Hoop Dreams students have now graduated from college. Most of our students are the first in their family to go to college. Hoop Dreams remains deeply committed to uniting the community and building bridges while supporting our local students and their dreams.

**About the Washington Redskins Charitable Foundation**

The Washington Redskins Charitable Foundation was founded by Redskins Owner Daniel M. Snyder in the spring of 2000. The mission of the foundation is to utilize the assets of the Washington Redskins and its corporate and community partners to make a positive and measurable impact on youth in the greater Washington, D.C. in the areas of literacy, youth development, education, community service and health and wellness.

###