



## NEWS RELEASE

# DICK'S Sporting Goods & The DICK'S Sporting Goods Foundation Pledge More Than \$10 Million Towards California and North Carolina Disaster Relief Efforts

2025-02-05

Donations of clothing, sporting goods equipment, supplies and monetary support to aid short-term emergency requests and long-term disaster recovery efforts

PITTSBURGH, Feb. 5, 2025 /PRNewswire/ -- Today, DICK'S Sporting Goods (NYSE: DKS) and The DICK'S Sporting Goods Foundation announced a commitment of more than \$10 million to support communities impacted by the devastating wildfires in California and the mass destruction caused by flooding in North Carolina. These contributions, which include clothing and sporting goods equipment, supplies and monetary donations, will address both immediate emergency needs and long-term recovery efforts for those impacted.

"The devastation these natural disasters caused is heartbreaking and we're committed to helping our athletes, communities and teammates rebuild and recover from these tragic events," said Ed Stack, Executive Chairman of DICK'S Sporting Goods. "We thank the first responders and the many organizations who are joining in these efforts to support impacted communities in Los Angeles and Asheville in every capacity."

DICK'S and The DICK'S Sporting Goods Foundation is committing its support in the following ways:

- Providing in-kind donations – DICK'S is donating clothing, footwear and sporting goods equipment with a retail value of more than \$8 million to those in need in Los Angeles and Asheville through their partnerships with Good Sports, 4 Good Community and others.

- Donating to the American Red Cross – DICK'S will donate \$1 million to the American Red Cross to help provide shelter, meals and resources as they aid recovery in Los Angeles, Asheville and Western North Carolina. This comes in addition to the DICK'S annual donation to the charity's **Annual Disaster Giving Program (ADGP) and Disaster Responder Program** which helps power its preparation, relief and recovery efforts in the face of more frequent and intense disasters.
- Supporting donations at checkout – DICK'S is offering athletes shopping its DICK'S, Golf Galaxy and Going Gone! stores the opportunity to make donations during checkout from Jan. 27 through Feb. 22, 2025. During this period, The DICK'S Foundation will match all donations dollar-for-dollar, with the total matching donation estimated to be nearly \$1 million. All proceeds will be directed to schools and non-profit organizations in Los Angeles and Asheville.
- 'LA Strong' apparel collection – DICK'S is now offering Fanatics' 'LA Strong' merchandise collection that was developed in partnership with the MLB, NBA, NFL, NHL, MLS, WNBA and other major sports organizations to aid those impacted by the wildfires. 100% of the purchase price (excluding taxes and other charges) will be donated directly to the American Red Cross and the Los Angeles Fire Department Foundation. LA Strong merchandise can be purchased on **dicks.com** and at select stores.

In addition to the above commitments, DICK'S stores and GameChanger have donated needed supplies to athletes in Los Angeles and North Carolina including athletic apparel, socks, shoes, sleeping bags, blankets and fuel. The DICK'S Foundation has given \$100,000 in Sports Matter grants across Asheville and its surrounding communities to help youth sports teams recover.

DICK'S is assisting its impacted teammates in both locations with financial and other support through its Teammate Relief Fund.

In the months to come, DICK'S will continue to engage in conversations with other corporate and sports partners about additional events and initiatives to support these communities. Details will be announced when available.

### About DICK'S Sporting Goods

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Public Lands, Going Gone! and Warehouse Sale stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving, sustainability efforts and employment opportunities can be found on [dicks.com](https://www.dicks.com), [investors.dicks.com](https://investors.dicks.com), [sportsmatter.org](https://sportsmatter.org), [dickssportinggoods.jobs](https://dickssportinggoods.jobs), and on [Instagram](#), [TikTok](#), [Facebook](#) and [X](#).

### Media Contact

DICK'S Sporting Goods – [press@dcsg.com](mailto:press@dcsg.com)

View original content to download multimedia:<https://www.prnewswire.com/news-releases/dicks-sporting-goods--the-dicks-sporting-goods-foundation-pledge-more-than-10-million-towards-california-and-north-carolina-disaster-relief-efforts-302368069.html>

SOURCE DICK'S Sporting Goods, Inc.