



NEWS RELEASE

WNBA Legend Sheryl Swoopes Joins DICK'S Sporting Goods and Nike for Third Annual It's Her Shot Tour Designed to Empower Young Female Athletes to Take Their Place on the Court

5/8/2023

PITTSBURGH, May 8, 2023 /PRNewswire/ -- Today DICK'S Sporting Goods (NYSE: DKS) and Nike (NYSE: NKE) announced their third annual It's Her Shot campaign with a six-city tour stopping in Los Angeles, Seattle, Las Vegas, Chicago, Atlanta, and New York City. The tour aims to create a space for girls to find joy in play, feel seen, safe, confident, empowered, and connected. WNBA Legend and three-time WNBA MVP, **Sheryl Swoopes**, will join DICK'S and Nike at each stop of the 2023 It's Her Shot tour, along with past and present WNBA players and other notable basketball figures in each respective city.

"It's Her Shot" events include:

- pick-up games
- pro-led practice drills
- courtside chats with professional players, coaches, and legends
- product giveaways and photo opportunities
- appearances by the famous **Hoopbus**
- and sports bra fittings because proper fit allows athletes to move with comfort and confidence on the court.

As part of this year's tour, The DICK'S Foundation will provide \$120,000 in grant funding to help community partners create safe spaces for girls to play basketball year-round.

It's Her Shot events are free to attend with spots filled on a first-come, first-served basis. Athletes between 8 – 18 years old are eligible to participate and can sign-up online at itshershotevents.com. This year's tour dates and locations are as follows:

- May 13 – Los Angeles, Poinsettia Recreation Center
- June 10 – Seattle, UW Tacoma YMCA
- July 16 – Las Vegas, Lied Boys & Girls Club
- August 26 – Chicago, Seward Park
- September 23 – Atlanta, TBA
- October 28 – NYC, TBA

Ahead of the 2023 It's Her Shot tour, all hired female clinicians will participate in an official coaches training program through **The Center for Healing and Justice Through Sport** which seeks to integrate healing-centered coaching and play more deeply into sports.

It's Her Shot debuted on the famed courts of Venice Beach in 2021 and has since stopped in six cities, hosted more than 2,000 youth athletes, and donated nearly \$150,000 to youth organizations across the country.

"The attention women's basketball is commanding right now is incredible and a positive indication of where the game is headed," said Mark Rooks, Vice President, Category Marketing and Partnerships at DICK'S Sporting Goods. "Through this year's It's Her Shot tour we hope to continue the momentum at the grassroots level, create long-term impact in local communities and inspire young female athletes to build connections, play with confidence and take their place on the court. Nike has been a great partner and we look forward to working with them again this year."

"At Nike, basketball is more than just a game, it's our soul. And we're excited to be part of bringing the sport to a new generation of young athletes through more grassroots opportunities like Nike x DICK'S It's Her Shot tour. We believe that through our partnership with DICK'S and the continuation of It's Her Shot, we can invite youth to find their confidence on and off the court and celebrate the power of sport and community," said Sarah Mensah, VP/GM, North America, NIKE, Inc.

Media Contact

DICK'S Sporting Goods: press@dcsg.com

Nike: Media.Relations@nike.com

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, Moosejaw, Going 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 app for scheduling, communications, live scorekeeping and video streaming.

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, investors.dicks.com, sportsmatter.org, dickssportinggoods.jobs and on [Facebook](#), [Twitter](#) and [Instagram](#).

About Nike

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Converse, a wholly-owned NIKE, Inc. subsidiary brand, designs, markets and distributes athletic lifestyle footwear, apparel and accessories. For more information, NIKE, Inc.'s earnings releases and other financial information are available on the Internet at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com> and follow @NIKE.

Category: Company

View original content to download multimedia:<https://www.prnewswire.com/news-releases/wnba-legend-sheryl-swoopes-joins-dicks-sporting-goods-and-nike-for-third-annual-its-her-shot-tour-designed-to-empower-young-female-athletes-to-take-their-place-on-the-court-301818282.html>

SOURCE DICK'S Sporting Goods