



## LIDS FOUNDATION ANNOUNCES 5<sup>TH</sup> ANNUAL 'TIP THE HAT AWARD' FINALISTS

*LIDS Sports Group and LIDS Foundation to donate \$300,000 total in charitable grants to top five finalists*

**(February 20, 2017)** – The LIDS Foundation, a charitable 501(c)(3) organization and the philanthropic support arm of [LIDS Sports Group](#), today announces the top five finalists in this year's 5<sup>th</sup> annual "Tip the Hat Award" grant program. The top five charities all focus on building healthy, active youth programs across the country.

Contrast to previous years, LIDS Sports Group employees will determine the ranking of the top five finalists. From Feb. 20 to Feb. 24, LIDS Sports Group will participate in an employee-only survey to help determine the order of recipients. Based on voting results, LIDS Foundation will award the following five grant amounts to finalists:

- First place: \$125,000
- Second place: \$75,000
- Third place: \$50,000
- Fourth and fifth place: \$25,000

The winning finalist will be announced and recognized at a Blue Carpet event hosted by LIDS Foundation on Tuesday, April 11, at 6:30 p.m. ET. The following organizations have been selected by LIDS Foundation as the 2017 "Tip the Hat Award" Finalists:

**Girls on the Run International:** Based in Charlotte, N.C., this non-profit's goal is to inspire young girls to be joyful, healthy and confident through fun, experience-based curriculum that creatively integrates running. Over the course of a 10-week program, young girls are led by trained coaches through lessons designed to teach girls to be confident in who they are, respond to others and one selves with care and compassion, create positive connections with adults and their peers, develop strength of character, and make meaningful contributions to their communities. For more information, visit [girlsontherun.com](http://girlsontherun.com).

**Nine13sports:** Based in Indianapolis, Ind., this non-profit promotes health, wellness, and exercise for local youth between the ages of 5 and 18 through their Kids Riding Bikes® programs. The organization has created a unique initiative in which they have integrated the traditional bicycle with technology to provide a turnkey product for youth programs, schools, and other community organizations. For more information, visit [nine13sports.org](http://nine13sports.org).

**Our Military Kids:** Based in McLean, Va., Our Military Kids focuses on the children of military moms and dads that might experience their own PTSD or stress. This non-profit helps ease the stress for military kids by paying for participation in sports, fine arts and tutoring programs. These activities have helped reduce stress, improve school performance, self-esteem and even boosted the well-being of children's whole family. For more information, visit [ourmilitartkids.com](http://ourmilitartkids.com).

**Playsmart:** Based in St. Petersburg, Fla., this non-profit helps undeserved students realize their academic and life potential through sports. The organization's focuses on middle school-aged kids who would otherwise not have these opportunities. Playsmart's team of coaches and educators are in a unique position to inspire and help fill in the gaps of this challenging age by empowering students to be engaged beyond the field or court. For more information, visit [playsmart.org](http://playsmart.org).

**Project Fit America:** Based in Sonoma, Calif., Project Fit America is a national non-profit organization that creates and implements exemplary fitness in education programs in elementary and middle schools. The organization creates and implements exemplary fitness in education programs in elementary and middle schools. Its goal is to reverse the lack of

fitness in youth by giving teachers the tools they need to teach children to take responsibility for their health and embrace healthy lifestyle choices with enthusiasm. For more information, visit [projectfitamerica.org](http://projectfitamerica.org).

For more information on the LIDS Foundation, please visit [www.lidsfoundation.org](http://www.lidsfoundation.org). For more information on LIDS Sports Group's stores, fan gear and sports apparel, visit [www.lids.com](http://www.lids.com).

#### **ABOUT LIDS FOUNDATION**

*The LIDS Foundation is a 501(c)(3) charitable organization and the philanthropic support arm of LIDS Sports Group. The Foundation works to engage young people in the communities where LIDS Sports Group operates to become active in sports-related activities that promote healthy lifestyles as well as leadership and growth opportunities. It accomplishes its mission primarily through offering resources – be it in the manner of time, expertise, funds, or materials – to nonprofit organizations with goals and values that align with those of the LIDS Foundation.*

#### **ABOUT LIDS SPORTS GROUP**

*The LIDS Sports Group, operating within Hat World Inc., is a leading North American omni-channel sports licensed retailer comprised of the LIDS retail headwear stores, the Locker Room by LIDS specialty fan retail chain, the Internet businesses [www.lids.com](http://www.lids.com), and [www.lids.ca](http://www.lids.ca). Operating out of Zionsville, Indiana, the retail businesses make up more than 1,300 mall-based, airport, street level and factory outlet locations nationwide, and in Canada and Puerto Rico. LIDS retail stores offer officially licensed and branded headwear of collegiate teams, major professional sports teams, as well as other specialty fashion categories in the latest styles and colors. Locker Room by LIDS is a mall-based retailer of sports headwear, apparel, accessories, and novelties which also operates under the Seattle Team Shop, Buckeye Corner, Tiger Mania, Sports Fan-Attic and Jersey City (Canada) nameplates. Locker Room by LIDS also has locations in Macy's department stores throughout the United States. Most LIDS and Locker Room by LIDS stores offer custom embroidery capability that includes embroidered autographs of professional sports athletes. Additionally, the LIDS Clubhouse division operates team-specific professional sports and university athletics retail stores and e-commerce sites. Hat World Inc. is a subsidiary of Genesco Inc.*

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