



CITY OF EASTON

PENNSYLVANIA

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FOR IMMEDIATE RELEASE

City of Easton announces new athletic fund through Lehigh Valley Community Foundation for donations to support city recreational programs

Easton, PA – March 7, 2023 – The City of Easton announced today that it is establishing a charitable fund through the Lehigh Valley Community Foundation to benefit the Easton Recreation Department for youth sports programming.

Individuals and companies can donate to the charitable fund to support the development of programs, such as the new AAU Boys Basketball Program, which is benefiting city residents.

The donated funds will not be limited to this program, but will also be used in the creation of future talent-developing programs in the city's Recreation Department. Donors will have the option to designate funds to the specific program of their choice. Funds will support the purchase of team uniforms, facility rentals, equipment, and participation fees in an effort to reduce cost for city residents who may not be able to afford similar opportunities only offered in suburban municipalities.

"This fund will allow us to expand recreational programming by introducing new programs that support talent development," said City Administrator Luis Campos. "I've had many discussions with community and business leaders who would like to financially support the city's Recreational Department's programs so that they can expand, but until now they didn't have a way to do so."

LVCF assists community organizations with their charitable activities by setting up funds to allow donations to be made by companies and individuals. LVCF then acts as the passthrough for the funds, collecting and providing them to the organizations for their stated purposes.

"My administration's goal for the Recreation Department is to create more programming for our youth because athletics has the power to bring them together," said Mayor Sal Panto, Jr. "Our community programs develop much more than sports skills. They teach players how to be a member of a team where they contribute to a larger goal that benefits everyone involved. The

individuals and companies that donate to this new fund will be empowering our youth through athletics."

"We are so pleased to partner with the City of Easton and play a role in supporting the residents through the development of this important charitable fund at the Community Foundation," said Erika Riddle Petrozelli, CPA, CAP, President and CEO of Lehigh Valley Community Foundation. "This fund will enable a wide variety of interested parties to lend their support to enhancing opportunities for Easton area youth to benefit from organized recreational and athletic activities."

"The city's new charitable fund will expand the capacity of the Recreation Department to grow and strengthen the athletic programs that the city's youth want to participate in," said Kevin McCarthy, Recreation Department Director. "These programs will maximize their skill development, creating a pipeline of talent for area school teams. They also provide youth with a positive outlet of exercise, team building skills, and friendship."