



BEYOND BASKETBALL

TRUE TO THE COMMUNITY | 2023



It is my pleasure to provide the foreword to the 2023 Edition of Beyond Basketball.

The pages that follow are not meant to serve as a report card or a simple compilation of community events; to us, it's a beautiful illustration and celebration of the impact we can make together when there is a strategic focus on community and the joy that can be found through diversity, equity, inclusion and access.

Our pledge to be a community asset drives all that we do, and we are thankful that so many individuals like yourself and our corporate partners have joined us in these partnerships that serve a greater purpose.

We hope these heartwarming images and numbers chronicling the impact of our various programs and initiatives inspire you as much as they do us.

True to the Community. True to Atlanta.

Steve Koonin

Steve Koonin
CEO, Atlanta Hawks and State Farm Arena



BEYOND BASKETBALL

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TRUE TO BEING GOOD NEIGHBORS

Since 2018, the Atlanta Hawks and State Farm have partnered together to build innovative, impactful programs and initiatives aimed at building stronger communities through combating food insecurity, providing youth enrichment resources, S.T.E.A.M. education initiatives, college scholarships, and more. One of the largest and most significant initiatives to date is the renovation of nine Good Neighbor Clubs where youth throughout metro Atlanta have access to new and improved enrichment spaces to learn, play, and thrive.



Teaming Up for the Community

Hawks, College Park Skyhawks, and State Farm Unveil Ninth Good Neighbor Club

The Atlanta Hawks, College Park Skyhawks, and State Farm unveiled a newly renovated, multi-functional Good Neighbor Club at the College Park Auditorium in College Park, Georgia on June 9, 2023. This Good Neighbor Club features a new gym and auditorium and includes a co-branded Hawks, State Farm and College Park Skyhawks wall, an LED scoreboard, new stage curtains, retractable basketball hoops, and more. The City of College Park's Recreation and Cultural Arts Department joined the Atlanta Hawks Foundation and State Farm in this effort. In addition, Hawks players and Skyhawks alumni Bruno Fernando and Jalen Johnson joined Hawks alumnus Charlie Criss (1977-81 and 1984-85) and City of College Park Council members Ken Allen and Ambrose Clay on site to commemorate the ninth club unveiling.



Good Times with Good Neighbors

Each year to tip off the season, the Atlanta Hawks and State Farm distribute thousands of Opening Night t-shirts to local nonprofit organizations and Good Neighbor Clubs as a first look opportunity before gameday. To tip off the 22-23 season, the Hawks organization visited William Walker Recreation Center to host a pregame pep rally with games, food, prizes, and special appearances from Hawks center Clint Capela, Harry the Hawk, the ATL Hawks Dancers, DJ Mohawk, and ingame emcee Shamea Morton.

The Atlanta Hawks teamed up with State Farm to host over 350 members from local Good Neighbor Clubs and nonprofit organizations during five Hawks games last season for a premium suite experience. At select games, guests were joined by a celebrity host or social media influencer and were featured live during the game on the centerhung scoreboard while they enjoyed a curated menu and virtual Top Golf experience.



“The Good Neighbor Club is an undeniable asset for our city.”

We are very appreciative of the Atlanta Hawks, State Farm and the College Park Skyhawks' continued partnership with College Park as we continue to build the community we deserve. Our youth will benefit from this investment for years to come.”

City of College Park Mayor Bianca Motley Broom

Hawks and State Farm Million Meal Pack

Combating Food Insecurity

To join the fight against food insecurity, the Hawks, State Farm, U.S. Hunger, and more than 5,000 volunteers from metro Atlanta packed over one million meals to benefit the Atlanta community. As part of accomplishing various packing milestones throughout the day and after completing a shift, volunteers were invited to participate in the State Farm Street Fest, an exclusive volunteer-only celebration on State Farm Drive that included games, refreshments, music, and fun. Volunteers included Hawks players, local celebrities, community leaders, fans, and more. Delivering on the commitment to be True to Atlanta, all meals benefited 12 local nonprofits in the metro Atlanta area. Since 2019, this annual* powerhouse service event has yielded more than 3 million meals with the help of over 15,000 volunteers.

*Excludes years affected by the COVID Pandemic 2020, 2021.

1,020,672
MEALS
IN 2023

131,128
LBS OF FOOD
IN 2023

3,000,000+
MEALS
SINCE 2019

15,000+
VOLUNTEERS
SINCE 2019

2023 Recipients:





BIG DREAMS START HERE

The YMCA of Metro Atlanta and the Atlanta Hawks launched a new multi-year partnership in which the Y and its signature "Y" logo became the Official Jersey Patch Partner of the Atlanta Hawks.

A Perfect Fit

Serving greater Atlanta since 1858, the Y has positively impacted millions of Atlantans through its essential programs and services that address critical needs, build the spirit, mind, and health of individuals, and foster communities where everyone belongs. The YMCA of Metro Atlanta is composed of 35 locations across metro Atlanta, including community wellness, early learning, as well as youth and teen centers, and reaches more than 250,000 individuals annually.

Hawks players, coaching staff, and talent will amplify the Y's robust youth programming through this partnership. The Hawks organization will create inspirational content for the next generation with authentic stories from executives, coaches, and players who started their basketball journey at their local Y. It will also focus on joint programming around common focus areas such as urgent community needs, promoting social responsibility, and uplifting inclusive communities with strong DEI values.



Atlanta Hawks Guard Trae Young and General Manager Landry Fields discuss the start of their basketball journeys at their local YMCA.

“ For more than 150 years, the Y has practiced and exemplified the ideals of service and building healthy, inclusive communities that we have emulated as a franchise.”

At our core, we are a community asset, and we are honored to partner with such an esteemed global organization with a strong local presence and use our platform to help them serve the youth and families of Atlanta through service, resources, and sport.”

*Atlanta Hawks and State Farm Arena
CEO Steve Koonin*



“ Together we can increase access and involvement and provide the opportunity for more people to discover their potential and thrive.”

Everything the YMCA of Metro Atlanta does is grounded in meeting the unique needs of communities – and we can't do it alone. We're proud to partner with an organization that has shared values of impacting the lives of Atlantans through providing access to youth sports, and curating community programming.”

President and CEO of the YMCA of Metro Atlanta Lauren Koontz

BUILDING BRIDGES THROUGH BASKETBALL

The Atlanta Hawks Foundation's mission is to continue to grow the Atlanta Hawks as a community asset by building bridges through basketball, providing safe access to play, and providing community opportunities for mental and physical wellness and economic empowerment. With a strategic focus on community partnerships and inclusive programming with nonprofits like BlazeSports, Special Olympics, Boys and Girls Clubs of Georgia, and Good Sports, the Atlanta Hawks are committed to providing fun and memorable basketball experiences for youth of all ages and physical and intellectual abilities.



Basic Access to Courts and Play

The Atlanta Hawks Foundation's main objective is to increase access for metro Atlanta's youth to play, grow, and learn life and leadership skills through basketball. Since 2015, the Hawks Foundation has improved and increased the availability of basketball courts and youth enrichment spaces with State Farm in 19 locations, resulting in 29 courts and nine Good Neighbor Clubs (GNCs). Through these efforts, the Hawks Foundation and State Farm have impacted over 1.9 million* members of the metro Atlanta community through programming and access to these public assets.

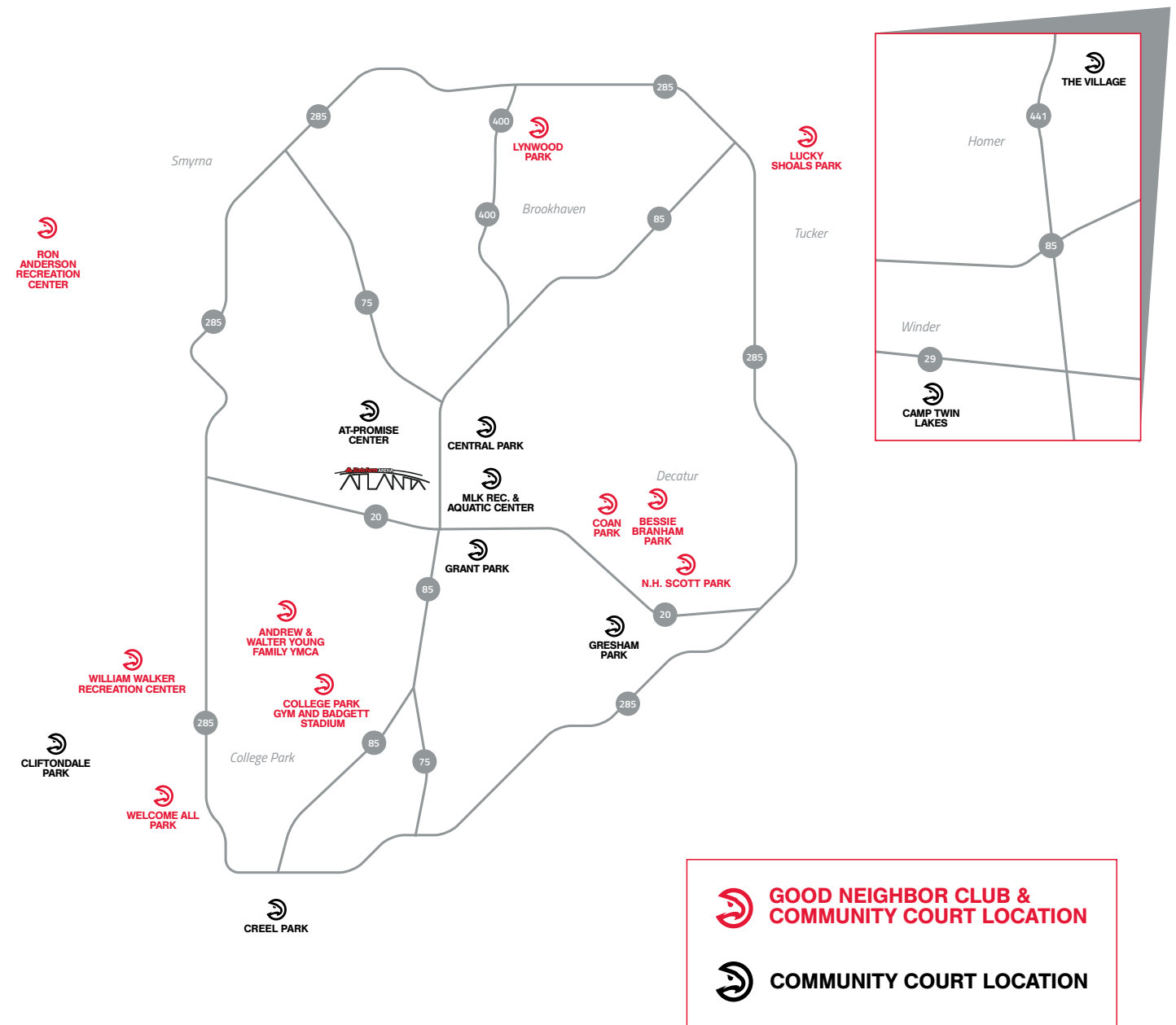
*Population within 2.5 miles of the community court or Good Neighbor Club



1.9 MILLION

MEMBERS OF THE METRO ATLANTA COMMUNITY SERVED

AT COMMUNITY COURT AND GOOD NEIGHBOR CLUB LOCATIONS



Creating Equal Opportunities for Georgia's Youth

As part of their commitment to making a positive impact and having a strong presence in the Atlanta community, the Atlanta Hawks partners with community organizations that share the same commitment to providing equal opportunities to players of all skill levels in a safe and inclusive environment.



Atlanta Hawks Foundation
has donated over
\$1.5 MILLION
in grants to youth
sports and wellness
organizations.



\$200,000 Donated to Good Sports

Since 2019, the Atlanta Hawks Foundation has partnered with Good Sports through its Project Rebound initiative to support 39 organizations with equipment and apparel donations.



\$600,000 Donated to Vision to Learn

Since 2017, these funds have helped Vision to Learn service schools in metro Atlanta and throughout Georgia by providing over 28,000 students with eyeglasses and over 34,000 students access to free eye exams.



\$125,000 Donated to BlazeSports America's Jr. Hawks Wheelchair Basketball Program

Each season for the last five seasons, the Hawks Foundation has donated \$25,000 towards BlazeSports programming to support four teams and over 50 adaptive sport athletes.



\$50,000 Donated to Special Olympics Georgia Winter Games

For the last five seasons, the Hawks Foundation has donated \$10,000 to support Special Olympics Georgia Winter Games, impacting over 7,500 athletes.



\$500,000 Donated to Georgia Recreation and Parks Association

Since 2018, the Hawks Foundation has donated \$100,000 each year to the GRPA, impacting over 150 agencies.




\$125,000 Donated to Boys and Girls Clubs of Georgia

Since 2018, the Hawks Foundation has donated \$25,000 each year to support youth sports, fitness, and wellness programs.

Project Rebound

For four consecutive seasons, the Atlanta Hawks Foundation has partnered with Good Sports through its Project Rebound initiative. Project Rebound supports nonprofit organizations and Title I schools throughout the state of Georgia with basketball and fitness apparel, footwear, and equipment to help eliminate economic barriers to youth sports. Since the conception of the partnership, Project Rebound has donated over \$438,000 in equipment, apparel, and footwear for over 7,900 kids to promote access to play for Georgia youth.

	2020	2021*	2022	CHASE  2023	TOTAL
ORGANIZATIONS SUPPORTED	12	2	12	13	39
KIDS IMPACTED	2,283	1,000	3,242	1,441	7,966
PIECES OF EQUIPMENT DONATED	3,247	7,177	11,256	8,896	30,576
VALUE OF EQUIPMENT DONATED (\$)	110,649	47,384	150,344	130,336	438,713

*COVID year; Packed 1,000 play packs.



“ Access to the equipment and play is a fundamental part of any child’s growth and development. Our partnership with Good Sports acts as a force multiplier, delivering more equipment to more kids and programs in need than we could achieve on our own. **This is the very embodiment of teamwork.”**

Executive Vice President of External Affairs and Executive Director of the Atlanta Hawks Foundation David Lee



If You Can See It, You Can Achieve It

The Atlanta Hawks Foundation is about access to opportunity both on and off the court. Last season, the Atlanta Hawks and Georgia's Own Credit Union (GOCU) teamed up with Vision to Learn to help provide over 10,300 free eye exams and eyeglasses to more than 8,800 students at 97 sites in Georgia. To encourage reading and promote book equity as part of the Vision to Learn program, the Atlanta Hawks and Georgia's Own Credit Union also donated over 5,000 books to 30 participating elementary and middle Title I schools in the metro Atlanta area.

In March 2023, to celebrate National Read Across America Day and National Literacy Month, the Hawks and Georgia's Own Credit Union surprised students at King Elementary in Clayton County with a glasses distribution ceremony, a free book fair, and special guest appearances by Hawks Legend Dominique Wilkins, Harry the Hawk, the ATL Hawks Dancers, and the 404 Crew.

Since 2017, the Atlanta Hawks Foundation has donated over \$600,000 to Vision to Learn. These funds help Vision to Learn service schools in metro Atlanta and throughout Georgia by providing over 28,000 students with eyeglasses and over 34,000 students access to free eye exams. During the 2022-23 school year, Vision to Learn saw a 130% increase in exams and a 220% increase since the 2018-19 school year, the last full year before COVID school shutdowns.



\$600,000+ DONATED

TO VISION TO LEARN BY THE
ATLANTA HAWKS FOUNDATION

34,000
STUDENTS GIVEN
ACCESS TO FREE
EYE EXAMS

28,000
STUDENTS RECEIVED
EYEGLASSES

+220% INCREASE IN EYE
EXAMS PROVIDED
SINCE 2018



Hawks Legend Dominique Wilkins



GROWING THE GAME, GROWING LEADERS

The Hawks Basketball Academy encourages the growth and development of the game by providing training and on-court experiences for players of every skill level. The Academy's goal is to support the positive benefits acquired through the sport of basketball by emphasizing teamwork, sportsmanship, hard work, and having fun. The Hawks Basketball Academy strives to inspire a love for the game by providing a fun, safe, positive, and inclusive experience for young athletes across Georgia and beyond.

Hawks Basketball Academy

During 2023, over 50,000 athletes and community coaches participated in Hawks Basketball Academy camps, clinics, tournaments, leagues, and the Hawks at Home virtual program. The Hawks are committed to strengthening the culture of youth basketball and increasing access to play opportunities in metro Atlanta. Since 2017, the Hawks Basketball Academy has doubled in youth basketball participation.



50K+
YOUTH
IMPACTED

\$200K
IN SCHOLARSHIPS
AND TUITION
ASSISTANCE

RANKED
NBA TOP 3
FOR YOUTH PARTICIPATION

100+
BASKETBALL
ORGANIZATIONS
SUPPORTED

100
DAYS
OF BASKETBALL
PROGRAMMING

400+
YOUTH COACHES
TRAINED

50 COUNTIES
IN GEORGIA
IMPACTED

2,500+
BASKETBALLS,
UNIFORMS, AND
SHOES DISTRIBUTED

250 HOURS
OF BASKETBALL
INSTRUCTION

5,700+
PARTICIPANTS
IN HAWKS AT HOME VIRTUAL PROGRAM

15K YOUTH ATHLETES
& COACHES
IN JR. HAWKS YOUTH
BASKETBALL LEAGUES
PRESENTED BY ADIDAS





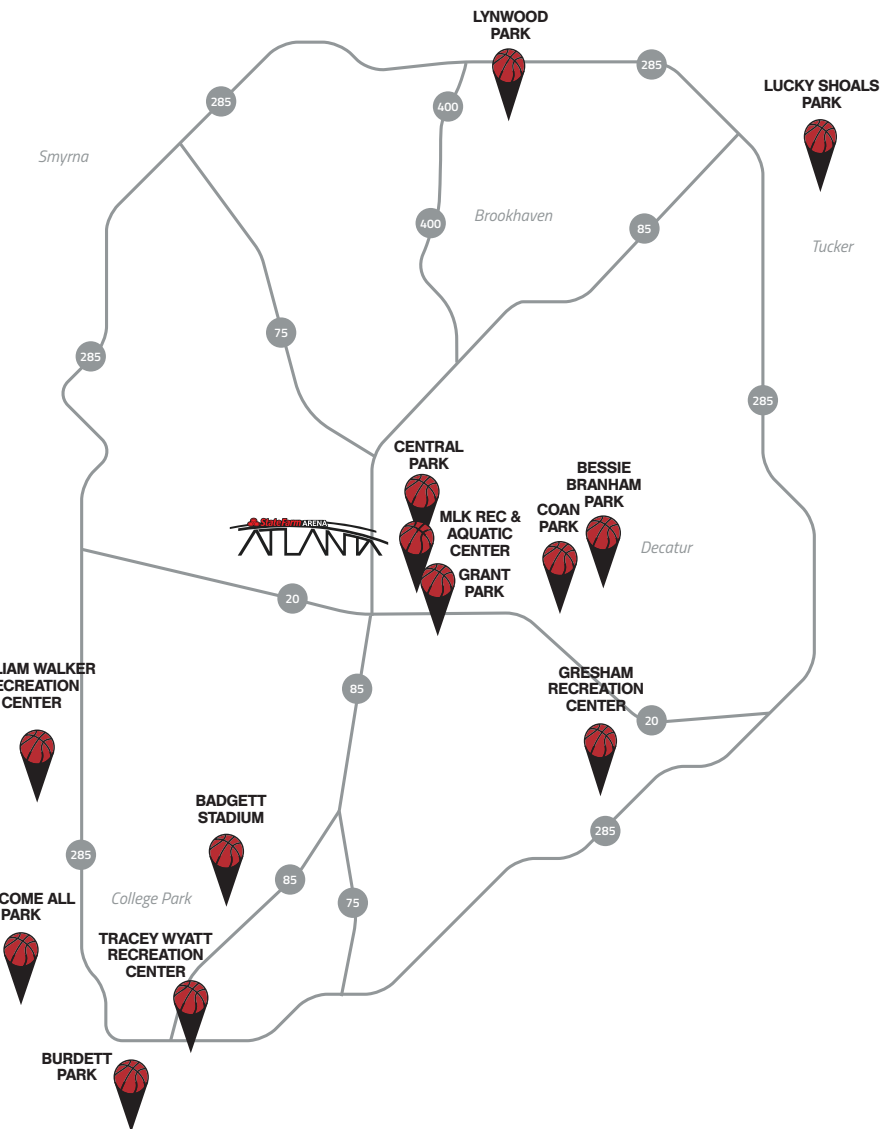
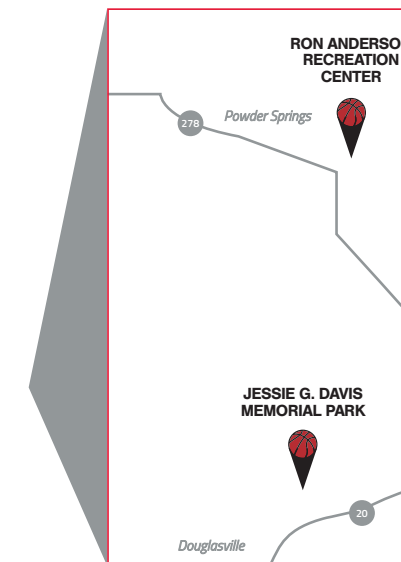
A True Surprise and Delight

Hawks Impact 1,500+ Local Youth with 2023 Community Court Tour presented by QuikTrip

A new and historic partnership, the Atlanta Hawks and QuikTrip joined together to surprise more than 1,500 youth at existing summer camps across metro Atlanta as a part of the 2023 Community Court Tour presented by QuikTrip. The tour consisted of pop-up basketball and fitness activities led by the Hawks Basketball Academy coaching staff and featured appearances by Hawks alumni and players at local summer camps.

Throughout the tour, the Hawks provided special half-day sessions for youth. The curriculum focused on teaching basketball fundamentals and fitness basics with an emphasis on staying physically active, character development, and having fun. In total, the Hawks stopped by 15 different locations throughout Cobb, DeKalb, Douglas, Fulton, and Gwinnett counties. Kids in attendance received Hawks jerseys as well as gift bags with a QuikTrip coupon, ball pump, and mini-ball courtesy of QuikTrip. At surprise locations, the Hawks and QuikTrip partnered with the Goodr Mobile Grocery Truck to host a free pop-up shopping experience for over 200 youth.

In the spirit of collaboration, Microsoft supported several stops with S.T.E.M. education workshops and CareSource provided hydration stations, water bottles for kids in attendance, and a few guest appearances by CareSource's mascot Cuddles.



Atlanta Hawks Lady Ballers

Hawks Empower More Than 60 Girls at Lady Ballers Women's History Month Clinic presented by Attorney Ken Nugent

To close Women's History Month, the Atlanta Hawks Basketball Academy hosted nearly 60 girls at its Lady Ballers Women's History Month Clinic presented by Ken Nugent at Whitefield Academy. The Lady Ballers Program aims to support youth basketball participation and improve the overall youth basketball experience for girls. During the clinic, participants focused on sharpening basketball fundamentals as well as strengthening transferable life skills such as teamwork, leadership, and self-confidence. Over 500 female coaches and youth participants make up the Lady Ballers program.

DID YOU KNOW? Attorney Ken Nugent continued his Score for Scholarships program for the sixth straight season. For every point the Hawks score during the regular season, a donation of \$3 goes toward youth scholars in the Atlanta area to attend Jr. Hawks camps and clinics. During the 22-23 season, he donated \$29,133 to the Hawks Foundation. To date, Ken has donated over \$180,000 to the Score for Scholarships program.

Hawks Inspire Next Generation at Second Annual Lady Ballers Summer Hoop Fest presented by Gatorade

For the second year, the Atlanta Hawks hosted more than 75 female athletes at its 2023 Lady Ballers Summer Hoop Fest presented by Gatorade. This four-day program is a part of the 2023 Jr. Hawks Summer Camps presented by adidas and was exclusive to young female basketball players ages eight to 15. This week was specifically designed to empower and inspire the participants by illustrating the various avenues and life lessons sports can provide.



“ We are thrilled to team up with Gatorade for Lady Ballers Summer Hoops Fest to showcase the power of basketball and sport to these young athletes by allowing them to compete as well as interact with some incredibly inspiring women in sports.

We hope these Lady Ballers leave this camp feeling empowered to take on challenges in sports as well as everyday life.”

Hawks Vice President of Community Impact and Basketball Programs Jon Babul

FULL S.T.E.A.M. AHEAD

The Atlanta Hawks and State Farm Arena value S.T.E.A.M. education and the endless possibilities it can provide Atlanta youth. Future leaders who can ask the right questions and find new solutions to real-world problems can impact the world for generations to come in the fields of Science, Technology, Engineering, the Arts, and Mathematics.

Cracking the Code with Microsoft

at the Inaugural Coded Dunk Challenge

The Hawks and Microsoft hosted their inaugural Coded Dunk Challenge that consisted of a virtual coding competition and an in-person programming demonstration for more than 40 middle school students at Martin Luther King, Jr. Recreation and Aquatic Center. In collaboration with Fair Chance Learning, participants were provided a chance to code a dunk and then practice correlating basketball skills alongside Hawks player Clint Capela on the court. Finalists from the online challenge were rewarded with Atlanta Hawks game tickets, Hawks Shop e-gift cards, autographed items, and more.

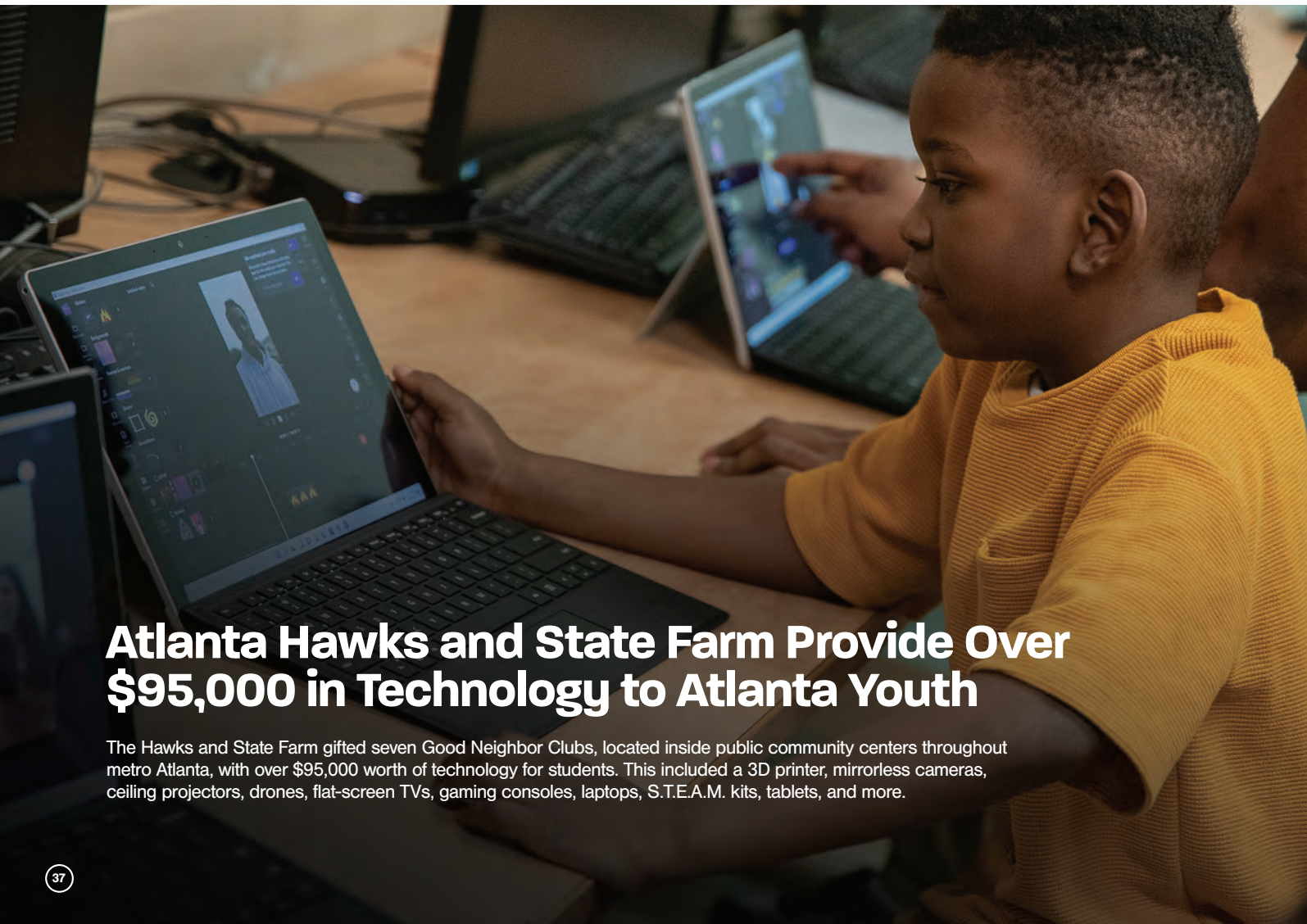




A New Generation of Skills

Hawks and State Farm Help Local Youth Enhance Knowledge Through S.T.E.A.M. Activities

Atlanta Hawks guard Bogdan Bogdanović and power forward Jalen Johnson teamed up with Hawks and State Farm volunteers to engage with over 30 scholars in S.T.E.A.M. activities ranging from music production and drone piloting to robotics and coding at N.H. Scott Good Neighbor Club. Facilitated by STEM WARS, the students learned about different S.T.E.A.M.-focused career paths and were ushered to various demonstration stations to learn how the technologies are used.



E-Sports On the Rise

The Atlanta Hawks and State Farm collaborated on a Careers Beyond the Console panel followed by a gaming experience for more than 30 middle school students at the Ron Anderson Good Neighbor Club. Leaders from the Hawks Talon Gaming Club, industry experts, and volunteers from sponsoring companies met youth at the intersection of fun and professional paths that included a discussion on monetizing skills, a gaming truck for engagement, food, and gifts.

Atlanta Hawks and State Farm Provide Over \$95,000 in Technology to Atlanta Youth

The Hawks and State Farm gifted seven Good Neighbor Clubs, located inside public community centers throughout metro Atlanta, with over \$95,000 worth of technology for students. This included a 3D printer, mirrorless cameras, ceiling projectors, drones, flat-screen TVs, gaming consoles, laptops, S.T.E.A.M. kits, tablets, and more.





State Farm ARENA

TRUE TO THE ENVIRONMENT

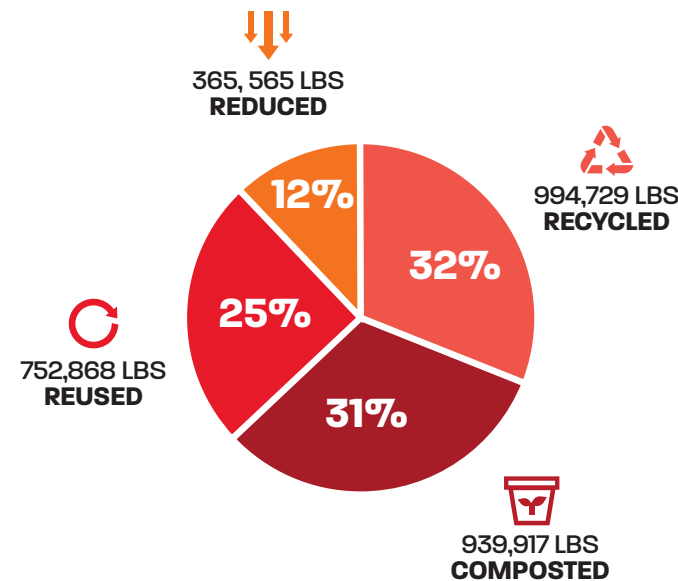
State Farm Arena is the world's first sports and live entertainment venue to receive TRUE Platinum certification for zero waste. When beginning this journey in 2019, State Farm Arena diverted only an average of 10 percent of total waste. Since May 2021, the venue has consistently diverted more than 90 percent of fan-generated waste from landfills.

Over 3 Million Pounds of Waste Diverted in 2023

As the world's first sports and entertainment venue to be certified TRUE Platinum for zero waste, State Farm Arena set a new milestone in large part thanks to fans, concertgoers and partners for being active participants in the sustainability journey.

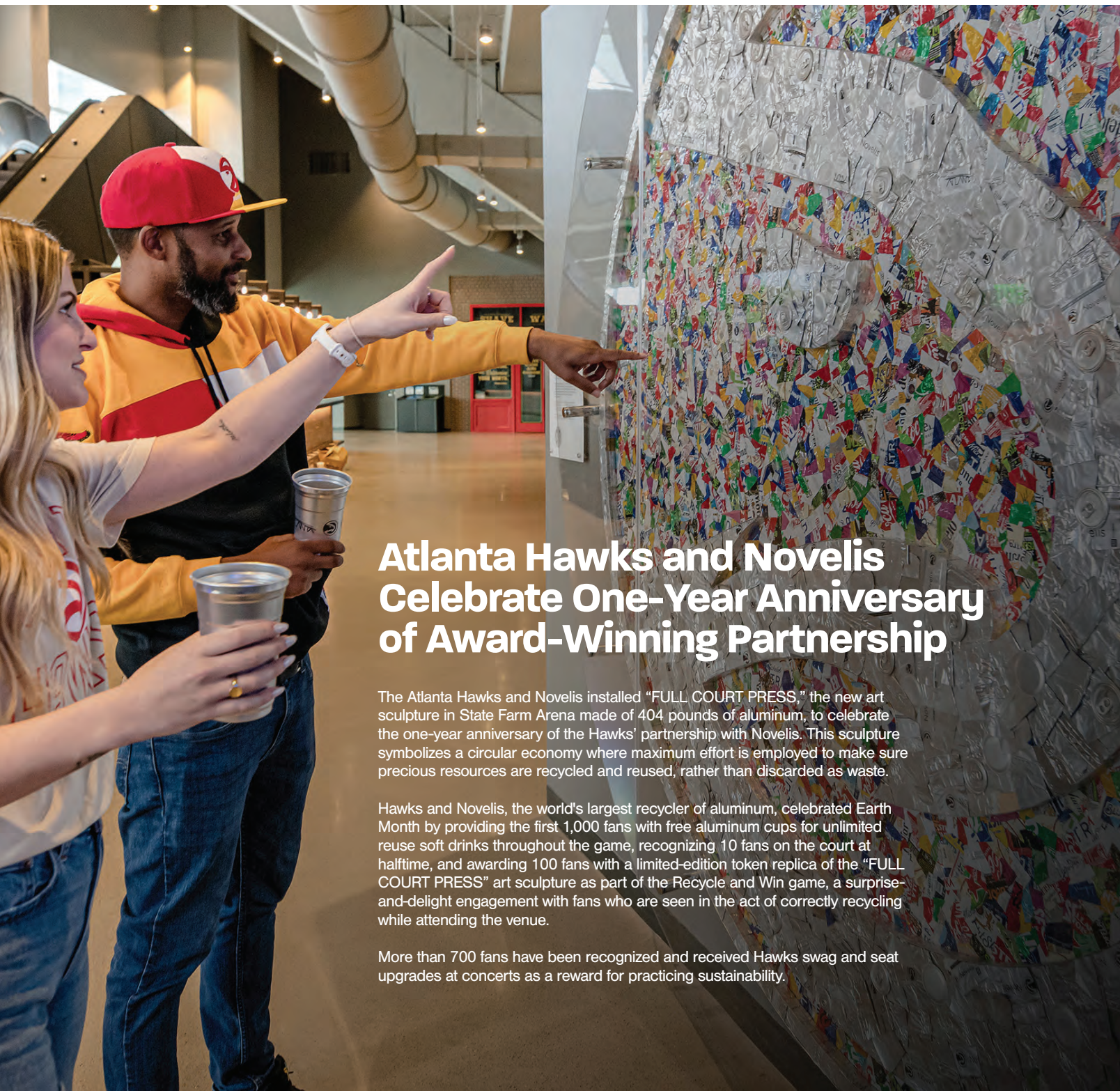
3,053,079 LBS WASTE DIVERTED FROM LANDFILLS IN 2023

90.5% DIVERSION RATE



Hawks Among Founding Members of Sustainable Industry Initiative GOAL

Oak View Group, the Atlanta Hawks and State Farm Arena, Fenway Sports Group, and Jason F. McLennan have joined forces to accelerate the sports and entertainment industry's response to the climate crisis. GOAL, which stands for Green Operations and Advanced Leadership, will provide venues with a tactical roadmap, easy-to-use tracking tools, a library of resources, and access to like-minded operators, vendors, and sponsors all committed to operating more sustainably, more urgently.



Atlanta Hawks and Novelis Celebrate One-Year Anniversary of Award-Winning Partnership

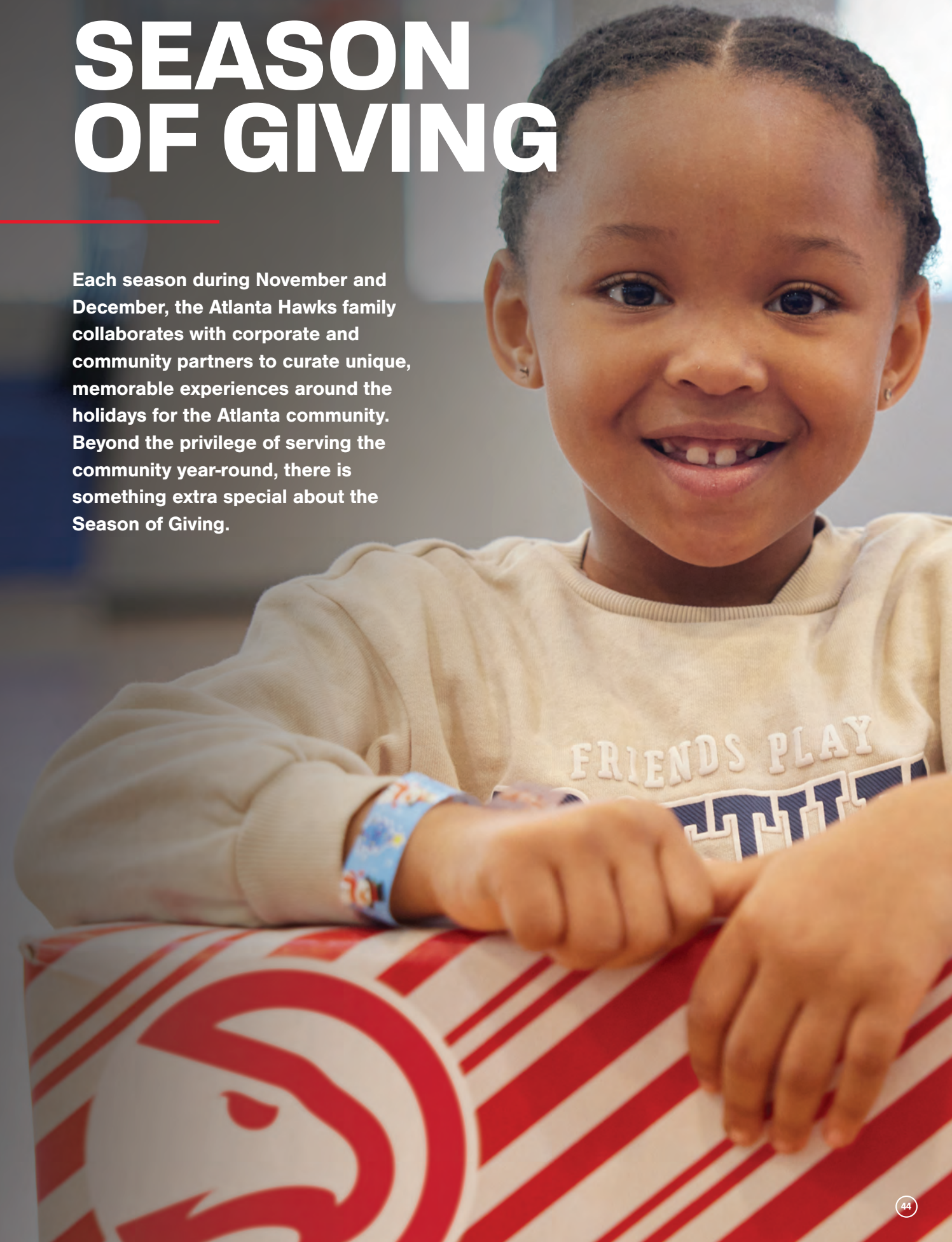
The Atlanta Hawks and Novelis installed "FULL COURT PRESS," the new art sculpture in State Farm Arena made of 404 pounds of aluminum, to celebrate the one-year anniversary of the Hawks' partnership with Novelis. This sculpture symbolizes a circular economy where maximum effort is employed to make sure precious resources are recycled and reused, rather than discarded as waste.

Hawks and Novelis, the world's largest recycler of aluminum, celebrated Earth Month by providing the first 1,000 fans with free aluminum cups for unlimited reuse soft drinks throughout the game, recognizing 10 fans on the court at halftime, and awarding 100 fans with a limited-edition token replica of the "FULL COURT PRESS" art sculpture as part of the Recycle and Win game, a surprise-and-delight engagement with fans who are seen in the act of correctly recycling while attending the venue.

More than 700 fans have been recognized and received Hawks swag and seat upgrades at concerts as a reward for practicing sustainability.

SEASON OF GIVING

Each season during November and December, the Atlanta Hawks family collaborates with corporate and community partners to curate unique, memorable experiences around the holidays for the Atlanta community. Beyond the privilege of serving the community year-round, there is something extra special about the Season of Giving.



Bingo, Beats, and Brunch Holiday Party

Meals on Wheels Atlanta (MOWA) is a nonprofit organization that supports senior independence through meals, shelter, education, and community. The Hawks and State Farm teamed up for a "Bingo, Beats and Brunch" event at Meals on Wheels Atlanta to bring the holiday spirit to over 30 seniors. Hawks Legend and Naismith Memorial Basketball Hall of Famer Dominique Wilkins helped spread holiday cheer, while GRAMMY® Award-winning singer/songwriter and member of the iconic group 112 Q Parker performed several songs for the seniors. The seniors were served a meal, followed by exciting games of bingo called by Hawks ingame host Shamea Morton. At the end of the event, all seniors took home groceries for the week as well as Hawks swag. Prior to the event, Hawks and State Farm staff members prepared over 200 breakfast boxes for local seniors.



Fighting Food Insecurity

Hawks and UPS Team Up with Goodr to Distribute Thanksgiving Groceries

The Atlanta Hawks and UPS teamed up to distribute Thanksgiving Day groceries to more than 400 families at the MARTA West End Station. The event provided families with nutritious meals, including a choice of meat, produce, trimmings, and desserts, and a special holiday recipe. The groceries were received from the smiling faces of the Atlanta Hawks Coaching Staff, forward AJ Griffin, the Lady Hawks, and Hawks, UPS, and MARTA staff members.



Santa for a Day

In partnership with Santa for a Day and the Atlanta Housing Authority, the Hawks provided holiday cheer for over 350 children for the second year in a row. In October, the kids designed their holiday wish lists and played games with Harry the Hawk, the ATL Hawks Dancers, and Hawks guard Trent Forrest. In December, the kids attended a holiday party where they received toys from their wish lists, some holiday treats, Papa Johns pizza, and pictures with several Hawks players including Jalen Johnson and Trent Forrest.



Hawks for the Holidays

For the second year in a row, the Atlanta Hawks and the Lady Hawks, including Hawks Principal Owner Jami Gertz, came together to distribute gifts and spread holiday cheer to dozens of students at The Boyce L. Ansley School, a tuition-free private school for children who have experienced homelessness. With special guest appearances from Harry the Hawk, the ATL Hawks Dancers, and Skyhawks mascot Colli, it was the perfect holiday experience.



MAKING A DIFFERENCE ON AND OFF THE COURT

The Atlanta Hawks family is dedicated to being a community asset from the top down. The Hawks organization takes pride in knowing that ownership, executive leadership, players, coaches, and team members are all dedicated to making a positive impact in the Metro Atlanta Community.

The Jason Collier Memorial Trophy

Hawks Forward-Center Onyeka Okongwu Named the 2023 Award Winner



For his commitment to youth mental and physical wellness, Onyeka Okongwu was awarded the Jason Collier Memorial Trophy for the 2022-23 season. The award is earned annually by the Hawks player who best exemplifies the characteristics of a community ambassador displayed by Jason Collier, the late Hawks center who passed away in 2005. Onyeka carries on Jason's commitment to the community through his support for youth engagement and enrichment. He encourages youth to be active in both their physical and mental well-being through his participation in youth basketball clinics and his support of Inner Explorer, an audio-guided mindful awareness program geared towards decreasing stress and anxiety for youth. In addition, Onyeka continues to provide memorable experiences for grieving youth through his partnership with Kate's Club, a local nonprofit that supports children and teens, their families, and young adults who have experienced the death of someone close to them.

“ In receiving this honor, I hope to inspire others to lead the charge for community growth and continue to impact youth in engaging and positive ways.”

Hawks Forward-Center Onyeka Okongwu

HoliDRE Season

During the Thanksgiving holiday, De'Andre Hunter and his mother, Priscilla, partnered with HOPE Atlanta to take families grocery shopping to help them prepare for the holiday season and to ensure they had what they needed to make it a memorable Thanksgiving. In addition to grocery shopping, the kids went on a scavenger hunt throughout the store finding all the ingredients for De'Andre Hunter's favorite dessert, a sweet potato casserole.



Hawks Heroes Community Ticket Program

Each season, Hawks players donate tickets to local nonprofit organizations and Title I schools to give members of the metro Atlanta community an opportunity to experience a Hawks gameday. This Hawks gameday experience includes a complimentary \$10 concessions voucher, a souvenir postcard with a recorded message from the host player, an opportunity to cheer on their Atlanta Hawks, and at times a special pre- or post-game meet and greet session with the host player.



During the 2022-23 season, Hawks players donated over 1,700 community tickets to 45 organizations.



Wesley Matthews and Meals on Wheels Atlanta

Inspired by his late grandmother, Wesley Matthews tipped off the holiday season by teaming up with Meals on Wheels Atlanta (MOWA) to deliver groceries, heaters, and microwaves for seniors around Atlanta.



Creating Magical Moments

Corvin's Story

There is something magical about creating memorable experiences for Atlanta Hawks fans. In October, they had the pleasure of creating a "Magical Moment" for Corvin Byers, a nine-year-old Hawks fan who has spina bifida/Chiari malformation. Corvin is a huge Hawks fan and plays adaptive basketball with BlazeSports. He and his family attended the Hawks' annual Open Practice and sat courtside, where he was greeted by Harry the Hawk, several of the Hawks players, and Hawks Legend Dominique Wilkins. He also received some Hawks swag and was recognized on the centerhung scoreboard as the special guest for the evening. Corvin even got his books signed by the author himself, Hawks guard Patty Mills.



Continuing the Work

Community is engrained in the Hawks culture. That passion for giving back doesn't stop when the ball stops dribbling for Hawks players. During the 2022-23 season, Hawks Alumni including Dominique Wilkins, Mario West, Dion Glover, Josh Powell, Jon Koncak, Sedric Toney, Kevin Willis, Charlie Criss, and Salim Stoudamire, to name a few, participated in over 40 community events and initiatives including Good Neighbor Club unveilings, summer camps, magical moments, and many more.





1 in 8 men and 1 in 6 Black men

will be diagnosed with
prostate cancer in their lifetime.

Atlanta Hawks Foundation and Ressler Gertz Family Foundation Donate \$144,000 to Prostate Cancer Foundation as Part of Black History Month Assist Challenge

In recognition of Black History Month, the Atlanta Hawks teamed up with the Prostate Cancer Foundation and Winship Cancer Institute of Emory University to launch its fifth annual Black History Month Assist Challenge. The challenge aims to generate awareness of the importance for men, particularly Black men, to discuss prostate cancer screening with their doctors. For every assist registered by the Hawks during their 11 games in the month of February, the Hawks Foundation donated \$250 to the Prostate Cancer Foundation (PCF). The Ressler Gertz Family Foundation, the philanthropic arm of Hawks Principal Owners Tony Ressler and Jami Gertz, matched the donation, bringing the total for 2022-23 season to \$144,000. Launched in 2019, the Hawks have raised nearly \$800,000 through the annual Black History Month Assist Challenge to support lifesaving research.

COMBATING PROSTATE CANCER

“ Alongside PCF and Emory Healthcare, we know how important it is to use our platform to raise funds and increase awareness about prostate cancer.

We applaud the two organizations for spearheading this important research to improve the overall health of Black men.”

Executive Vice President of External Affairs and Executive Director of the Atlanta Hawks Foundation David Lee

A group of seven military personnel in various uniforms standing in a line on a stage. From left to right: a man in a green Army uniform with sergeant's chevrons and a name tag; a man in a green Army uniform with a name tag; a man in a dark blue Marine uniform with sergeant's chevrons and a name tag; a woman in a dark blue Marine uniform with sergeant's chevrons and a name tag; a man in a dark blue Navy uniform with a name tag; a man in a camouflage Army uniform with a name tag; and a man in a camouflage Army uniform with a name tag. They are all looking towards the right. The background is dark with blue lighting and a large audience is visible in the distance.

HONORING OUR HEROES

Saluting Our Veterans

Hawks Honor more than 150 Military Veterans and Active Duty with "Crowning Courage" Event

For the seventh consecutive season, the Atlanta Hawks partnered with Crown Royal to honor active and retired military personnel and their guests (21+) at the annual "Crowning Courage" event. Hawks season ticket Members generously donated their courtside seats to more than 150 veterans and their guests to enjoy the team's game against the Detroit Pistons. Since 2016, the Hawks and Crown Royal have honored more than 700 military personnel at the "Crowning Courage" event.



Honoring the Sacrifice

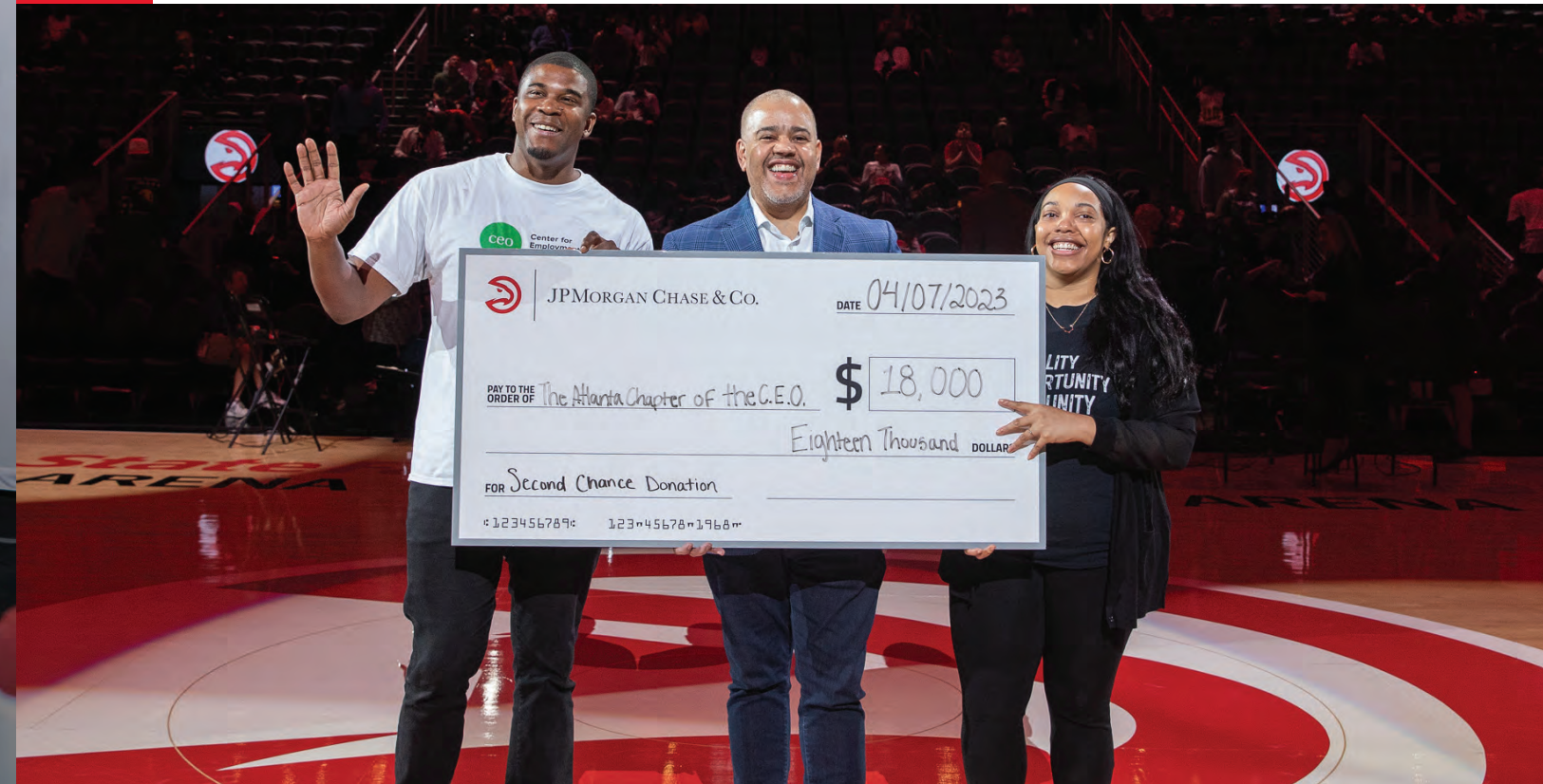
The Hawks and Georgia Power teamed up for "Veterans Appreciation Night," recognizing the sacrifice and service of military members past and present.

CREATING A MORE EQUITABLE SOCIETY

A Second Chance

JPMorgan Chase & Co. and the Atlanta Hawks Donate \$18,000 as Part of Second Chance Initiative

Second chance hiring provides individuals impacted by the criminal justice system with the necessary tools to build stable lives, enhance their financial well-being, and actively participate in the workforce ecosystem. JPMorgan Chase & Co. and the Atlanta Hawks partnered with the Atlanta Chapter of the Center for Employment Opportunities (C.E.O.) as part of JPMorgan Chase's Second Chance initiative to support career development for justice-impacted individuals in Atlanta. For every second chance point scored during the April 2 game, Chase donated \$1,000 to the Center for Employment Opportunities for a total donation of \$18,000.



The Dream Lives On

Celebrating the Life and Legacy of Dr. Martin Luther King, Jr.

To celebrate the life and legacy of Atlanta native and civil rights icon, Dr. Martin Luther King, Jr., the Hawks hosted their annual MLK Day Game presented by Chase. As part of the overall game experience, Chase facilitated a pregame panel entitled "Investing in the Next Generation" that focused on the importance of financial health for college students. During halftime of the game, the Alvin Ailey American Dance Theater, a world-renowned dance company, and members of the ATL Hawks Dancers performed a tribute to the life and legacy of Dr. Martin Luther King, Jr.





TRUE TO DIVERSITY, EQUITY, AND INCLUSION

The Atlanta Hawks and State Farm Arena are committed to being a valued community asset that champions diversity, equity, and inclusion for our team members, community, and fans. The organization's diversity, equity, and inclusion efforts strive to make the Atlanta community feel seen, heard, valued, supported, and respected. The organization achieves this through three main avenues:

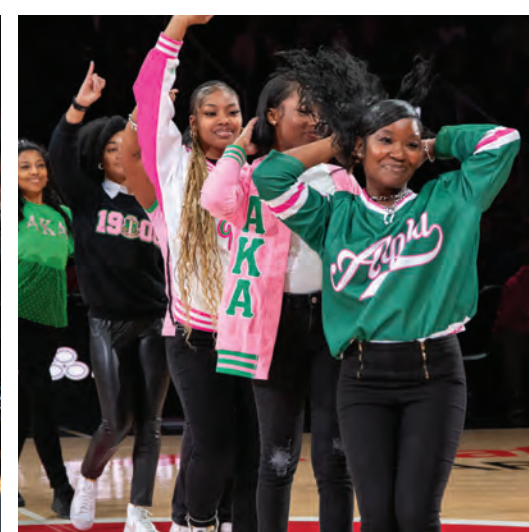
Donating time, talent, and treasure in supporting the advancement of historically marginalized communities in Atlanta

Championing, empowering, and celebrating authentic engagement with Atlanta's diverse communities

Promoting, advocating, and executing programs to change the trajectory of metro Atlanta residents

Hawks Cultural Theme Nights

Every season the Hawks celebrate different cultures and experiences through their theme night games. These themes include MLK Night presented by Chase, HBCU Night presented by Chase, Divine 9 Night presented by State Farm, Veterans Appreciation Night presented by Georgia Power, Pride Night presented by BMW, Hispanic Heritage Night presented by CareSource, and Women's Empowerment Night.





True Comes in All Colors

In October, the Atlanta Hawks and College Park Skyhawks marched in the Atlanta Pride Parade with representation from the organization's team members, friends, and family. The Hawks' team-branded float featured their mantra "True Comes in All Colors" and was adorned with signs and symbols, including Progress Pride flags, highlighting the organization's commitment to active allyship and standing in solidarity with all of Atlanta's diverse communities. The day included thrilling performances by Harry the Hawk, the ATL Hawks Dancers, and the College Park Skyhawks Southside Crew, who all marched alongside the organization's Pride float and handed out Hawks-branded Pride t-shirts, mini Pride flags, rainbow necklaces, and more to thousands of people throughout Midtown Atlanta. The Atlanta Hawks were the first professional sports team in Atlanta to enter a float in Atlanta's Annual Pride Parade, having marched and participated in the festivities since 2015.



Cultural Listening Labs

In an effort to foster constructive dialogue on what authenticity and representation means within the Atlanta community, the Atlanta Hawks launched six Cultural Listening Labs (CLL). The councils comprise leaders from various sectors, including community and nonprofit organizations, corporate and small businesses, public school systems, higher education, and beyond. These leaders provide insights that enable the organization to better understand the human experience for diverse communities in Atlanta.

Current Cultural Listening Labs include:

- African American, HBCU, & Divine 9 Council
- Next Gen Council
- Asian Heritage Council
- Hispanic & Latino Heritage Council
- LGBTQIA+ Pride Council
- Social Justice Council



“As an organization deeply rooted in all things that are 'True to Atlanta,' we take immense pride in joining the LGBTQIA+ community at the Atlanta Pride Parade.

We firmly believe in the unifying strength of sports, and we stand in solidarity and allyship with our LGBTQIA+ family, celebrating the love and authenticity that truly make our city special.”

Vice President of DEI Impact and Strategic Initiatives for the Atlanta Hawks and State Farm Arena Alexis Roe



Empowering Through Education

Hawks and State Farm Donate \$90,000 to Four Local Universities

For the second season in a row, the Hawks dedicated a night to celebrating the Black Greek Letter Organizations of the National Pan-Hellenic Council (NPHC), collectively referred to as the Divine Nine (D9). This season, as part of Divine Nine Night, the Hawks and State Farm donated \$10,000 each to four local colleges to assist students that are members of a Divine Nine organization with education-related expenses at those institutions. These four schools – Clark Atlanta University, Georgia State University, Morehouse College, and Spelman College – will identify five students by the end of the calendar year who are in need of a scholarship equal to \$2,000 to support their educational journey. To date, State Farm has donated \$90,000 in D9 scholarships for local Atlanta students, including \$50,000 donated during the 2022-23 season.



Hawks Team Up with Braven for Capstone Challenge Project for Spelman Students

In partnership with Spelman College and Braven (Atlanta Campus), a nonprofit organization focused on leadership and professional development, the Hawks sponsored their Capstone Challenge Project for more than 400 sophomores to curate strategic solutions for a business opportunity with the Atlanta Hawks. The winning two cohorts had the opportunity to present their business recommendations and receive feedback from Hawks senior leadership.

Hawks and CareSource Host Panel for 400 High School Students

In honor of Hispanic Heritage Night, the Hawks and CareSource hosted a career panel for over 400 students at Meadowcreek High School in Gwinnett County, highlighting Hawks and CareSource team members of Latino/Hispanic descent. Meadowcreek was also presented with a \$5,000 donation towards their work study program to help seniors pay graduation expenses.



Atlanta Hawks, UPS, and R.I.C.E. Team Up to Host Small Business Webinar

On May 5th, UPS teamed up with Atlanta Hawks CMO Melissa Proctor and CEO of R.I.C.E. Jay Bailey to film an episode of their "Unstoppable Series." These three business leaders discussed the importance of uplifting small businesses and the commitment that all three organizations have to this initiative.



Empowering Black Business Owners

In 2020, The Ressler Gertz Family Foundation committed to contribute \$5 million to the Herman J. Russell Innovation Center for Entrepreneurs (R.I.C.E.), the largest nonprofit center for Black entrepreneurs in the nation. These funds will aid in R.I.C.E.'s mission to expand its reach and provide financial support to local Black-owned businesses through increased access, opportunity, and exposure, as well as expanding future R.I.C.E. programming. The gift also increased R.I.C.E.'s ability to provide Black entrepreneurs with access to corporate partners and capital, as well as utilization of Hawks marketing channels. During the 2022-23 season, the Hawks continued to partner with R.I.C.E. to complete phase two of their "Believe in Black Business Education Series" for 60 Black small businesses.

INVEST IN HER

The Atlanta Hawks believe in championing gender equality by empowering young girls and women to be bold, courageous, and persistent in all spaces of their everyday life. Through purposeful programming and recognition of women's accomplishments and their impact on society, the Hawks will continue to motivate and inspire the next generation of women leaders to strive for greatness.

She LEADS

Hawks Empower the Next Generation of Women Leaders at Inaugural Summit

47 early-career Atlanta women attended a special day of programming as part of yearlong commitment focused on professional development, leadership, and self-advocacy. As part of the event, the participants listened to local women leaders from various industries discuss the importance of championing gender equality by empowering young women to be bold, courageous, and persistent and strive for greatness. The one-day summit tipped off a yearlong program in which the 47 women were paired with a mentor who aligned with their desired career pathway. Throughout the year, curated programming and checkpoints continually engage and track their progress. The various programs include a mentorship program, quarterly workshops and gatherings, and a graduation to celebrate the program's conclusion. During the summit, Xernona Clayton was presented with the first She LEADS Award for her civic work and contributions to Atlanta. The She LEADS Award is given to a woman who is a trailblazer and exemplifies care for the welfare of women in Atlanta.

“The summit is designed to inspire, celebrate, and empower early-career women to build legacies that last for multiple generations.”

This level of success not only benefits the women in this cohort but also strengthens the city of Atlanta.”

*EVP and Chief People, Diversity, and Inclusion Officer for the Hawks and State Farm Arena
Camye Mackey*



Championing Women Leaders

Hawks and Papa Johns Host EmpowerHER Leadership Development Event

As part of Women's History Month, the Atlanta Hawks and Papa Johns hosted an interactive leadership development workshop for over 40 local high-school and college women ages 17-24. The workshop was facilitated by Karen Boettler, Assistant Director of Student Leadership Development Programs at Kennesaw State University, and focused on the concept of leadership, characteristics of an effective leader, and common types of leadership styles. The event concluded with a panel of Hawks and Papa Johns executives who discussed the importance of exhibiting effective leadership within their organizations.



Lady Ballers Wheelchair Basketball

BlazeSports announced the first female wheelchair basketball team in Georgia, powered by the Atlanta Hawks. BlazeSports is a nonprofit organization founded after the 1996 Atlanta Paralympic Games and is a leader in the field of adaptive sports and recreation. The BlazeSports Lady Ballers hosted multiple women's clinics last fall to introduce the sport to interested athletes in the Southeast and have now formed an official team.

BlazeSports and the Atlanta Hawks have an extensive partnership dating back to 2013. This partnership includes the Hawks Foundation's support of BlazeSports America's Jr. Hawks Wheelchair program, which is one of the nation's fastest growing and most successful youth wheelchair basketball programs in the Southeast.



Inner Beauty in Outward Fashion

Lady Hawks Pair Up with Retail Brands to Promote Self-Confidence to Local High-School Students

To promote self-confidence and individual beauty for nearly two dozen students from Fulton County as they prepared for prom night, the Lady Hawks teamed up with Becca's Closet Greater Atlanta and local luxury retail brands at State Farm Arena. With the help of Hawks employees and Miss Georgia USA 2023 Rachel Russaw, they built a pop-up boutique where these young ladies could choose from brand new or gently worn prom dresses, shoes, and accessories. The young ladies also visited hair and makeup stations to find their favorite look for their big night.



Success with Style

Lady Hawks Raise \$20,000 for Dress For Success

To celebrate International Women's Day, the Lady Hawks raised \$20,000 from their capsule retail collection, in which all net proceeds were donated to local nonprofit Dress for Success Atlanta. The collection included camouflage and denim jackets with Hawks appliqué patches on the back and multiple personal patches on the jacket, making each piece custom. Dress for Success's mission is to empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life.



TRUE TO YOU CAREER CENTER

The Atlanta Hawks True To You Career Center (TTYCC) serves as a platform geared towards workforce development to assist the unemployed and underemployed in the metro Atlanta area. The TTYCC focuses on vocational development workshops to help build skills around resumé writing, preparing for an interview, effective communication, and customer service for those hoping to join the Atlanta Hawks family and for those seeking employment elsewhere.



Growing the Team

Hawks and State Farm Arena Hire Over 240 Team Members at "Interview Day"

The Atlanta Hawks and State Farm Arena hosted "Interview Day" where over 275 candidates were provisionally hired, and 248 final candidates later onboarded for various part-time roles. Candidates were also invited to a celebratory festival inside the arena, which included games, networking opportunities, appearances from Harry the Hawk and the ATL Hawks Dancers, and food from several Black-owned food vendors: Keisha's Katering, Local Green Atlanta, and Pappy's BBQ. Since the start of the 2021-22 NBA season, the Hawks and State Farm Arena have hired more than 1,100 part-time employees.



Preparing for Launch

Hawks and CareSource Host Career Readiness Workshop for Local College Students

The Atlanta Hawks partnered with CareSource to host a Career Readiness Workshop at the Salvation Army Kroc Center in Southwest Atlanta. More than 40 college students and aspiring professionals came together to participate in a special workshop that focused on interviewing techniques, networking, essential strategies for navigating the competitive job market, and other career development topics.



Helping Heroes Advance

Hawks and Georgia Power Host Career Readiness and S.M.I.L.E. Training for Military Veterans

The Atlanta Hawks and Georgia Power hosted a "Career Readiness and S.M.I.L.E. Training" at State Farm Arena through the True To You Career Center for over 30 U.S. military veterans and current military personnel looking to enter, re-enter, or advance in the civilian workforce.

This training event focused on career readiness tactics, including understanding transferable skills and personal mission statements, in thorough, interactive, and discussion-based sessions featuring veterans currently employed by both companies. At the conclusion of the event, participants were escorted to the court for a panel discussion featuring veterans from both organizations and a surprise guest visit from Harry the Hawk and Hawks forward Onyeka Okongwu. Participants were provided with refreshments, complimentary Hawks swag, tickets to Hawks and Skyhawks games, and more.





THE TOTAL PERSON: YOUTH MENTAL WELLNESS

Youth mental wellness is instrumental in the development of healthy children who become healthy adults. The Atlanta Hawks family strongly believes in equipping youth with both the physical and mental tools to navigate through the many challenges and successes life can bring. The Hawks have partnered with Inner Explorer, an industry leader in youth mental wellness and mindfulness training, to give local youth lifelong tools they can use to develop healthy minds and bodies.

A Healthy Mindset

Hawks Support Youth Mental Wellness with Greenlight Atlanta and Inner Explorer

In collaboration with the Atlanta Hawks Foundation during the 2022-23 season, Inner Explorer launched an innovative and highly effective audio-guided program proven to reduce stress, anxiety, and depression, while activating learning readiness for students, teachers, and administrators for over 1,200 students in Clayton County Public Schools. This audio-guided mindfulness program is formatted based on Mindfulness Based Stress Reduction (MBSR) protocol. MBSR is a specific pathway that has been the focus of rigorous research for nearly 40 years, with thousands of published scientific studies demonstrating proof of efficacy.

In partnership with Inner Explorer, the Atlanta Hawks have become a part of The Metro Atlanta Collective, which is an effort to positively impact the wellbeing of students, educators, and families. By practicing mindful awareness in classrooms, students and educators can reduce their stress, while improving their ability to focus and engage with the curriculum. As a result of the ongoing success of the Inner Explorer pilot program in Clayton County Public Schools (CCPS), the initiative has now spread to all CCPS elementary, middle, and high schools with the potential to impact over 60,000 students.



Helping Young Voices Be Heard

Hawks Support 11-Year-Old Cobb County Author on Mental Health Children's Book

You're never too young to speak on an important topic such as mental wellness and 11-year-old Cobb County author Ta'kari Tatum is proof. Ta'kari, now a sixth-grader, was in fifth grade when he wrote a book entitled "Snap It," where he shares his journey with grief and anxiety after losing his grandfather during the pandemic. Each book purchase comes with a braided rubber band bracelet that mental health professionals suggest for conditions such as anxiety.

As a "surprise and delight" opportunity, Harry the Hawk and the ATL Hawks Dancers made a special house visit to congratulate Ta'kari on this major accomplishment. Harry the Hawk gave him a special gift box filled with a customized "SNAP IT" Hawks jersey with a jersey number dedicated to his grandfather. He received tickets to a Hawks game, an autographed player photo, and a feature on Hawks social media platforms. The Hawks purchased books to support his campaign for the National Alliance on Mental Illness (NAMI), one of the nation's largest grassroots mental health organizations. Best of all, Ta'kari was able to share this moment with his family and friends.

TRUE TO THE COMMUNITY

The Atlanta Hawks family supported over 165 nonprofit organizations and Title I schools through programming, volunteerism, monetary or in-kind donations, fundraising efforts, community tickets, magical moments, recognition campaigns, guest appearances, and more. While resources can oftentimes be limited, the Hawks take pride in finding creative and unique ways to invest in community organizations that share the same passion of serving the Atlanta community. The Atlanta Hawks family thanks all of their community partners, including but not limited to those listed below, for their dedication to uplifting and improving the Atlanta community.



Forever 404

Hawks and Sharecare Recognize 10 "Forever 404" Honorees

For the second consecutive season, the Atlanta Hawks and Sharecare partnered together to honor community leaders and nonprofit organizations that embody cause, culture, and community throughout the city of Atlanta and its rooted history. During the 2022-23 season, the "Forever 404 Honors" was launched as an extension of the 2022-23 Peach Nike City Edition Uniform campaign. Honorees included Dawn Churi of BlazeSports, Onaje and Omari Henderson and Troy Taylor of the Zucot Gallery, Dave Wilkinson of the Atlanta Police Foundation, and more. All honorees were recognized during the pregame co-captain segment, provided with premium tickets to the game with complimentary food and drinks, and given a custom Hawks jersey and \$1,000 to their charity of choice.



Malik Brown
Equity Practitioner, LGBTQ Advocate, and Political Strategist



Dawn Churi
Executive Director, BlazeSports



Ann Curry
Chairman and Chief Client Strategist, Coxe Curry



Raphael Holloway
Executive Director, Gateway Center



Chris Tucker
Actor, Comedian, Humanitarian, and Founder of Chris Tucker Foundation



Dave Wilkinson
President and CEO, Atlanta Police Foundation



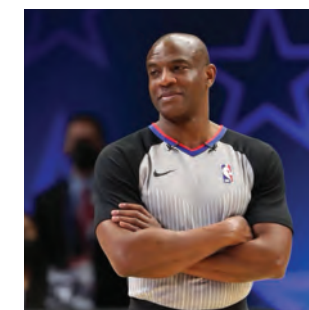
Troy Taylor, Onaje Henderson, Omari Heenderson
Zucot Gallery



Penny Collins
Former President and CEO, Women in Technology



Kevin "Coach" Lee and Pierre "P" Thomas
Quality Control



Tony Brown
Legendary NBA Official (posthumous)

Celebrating Small Businesses

"Pull Up & Pitch" presented by The Black Girl Ventures Foundation and NBA Foundation

The "Pull Up & Pitch" program was presented by The Black Girl Ventures Foundation (BGV) and the NBA Foundation and was open to all US-based registered Black and Brown founders, small business owners, and entrepreneurs. The mission of Black Girl Ventures Foundation is to provide Black/Brown woman-identifying founders with access to community, capital, and capacity building to meet business milestones that lead to economic advancement through entrepreneurship. More than 100 entrepreneurs were given the chance to pitch their business in a fast-paced question-and-answer competition. As part of this event, the participants had 60 seconds to deliver an elevator pitch to access grants up to \$10,000 that would help grow their businesses on the spot.



"We are excited to continue using our platform to support Atlanta's minority-owned businesses and allow them to 'shoot their shot' to grow their business immediately.

We feel that teaming up with The Black Girl Ventures Foundation and the NBA Foundation for this one-day competition was a fun way to inspire and support the next generation of entrepreneurs and founders."

Hawks Vice President of Marketing Narcis Alikhani

"Lift As We Fly" Small Business Spotlight Campaign Launch

Brand awareness is a major factor in the success of any small business. As such, the Atlanta Hawks launched their "Lift As We Fly" Small Business Spotlight campaign to drive awareness to over 150 Metro Atlanta businesses. At 4:04 p.m. every day beginning Saturday, Nov. 11, the Hawks spotlight small businesses on the team's massive, state-of-the-art display located on the corner of Marietta Street and Centennial Olympic Park Drive for one minute and 40 seconds throughout the remainder of the season. Both the Downtown Spectacular and State Farm Arena Digital Marquee (located on Centennial Olympic Park Drive by State Farm Dr.) displays provide exposure to millions of visitors annually that frequent downtown Atlanta. In addition, these local organizations will also be featured on the team's small business directory online at hawks.com/smallbiz. The "Lift As We Fly" campaign was launched in conjunction with the team's 2023-24 Nike NBA Fly City Edition uniform and court, which were unveiled the week prior to the campaign launch. The new City Edition uniform and court are composed of key design elements inspired by the city of Atlanta, which is known for its spirit and determination.

"Reuben's Deli is honored to be the first business recognized by the Hawks in their 'Lift As We Fly' campaign. We hope that this additional brand awareness will encourage more Atlantans to come downtown and enjoy our famous made-to-order sandwiches that we've been serving more than 25 years."

Reuben's Deli Owner Claudio Furguele



Mayor's Midnight Basketball League

As part of Atlanta Mayor Andre Dickens' commitment to make Atlanta the best place to raise a family, the Mayor announced his "Year of the Youth" initiative. As part of this initiative, he re-launched a Midnight Basketball League as an attempt to decrease crime rates in the inner city. The league was designed for men and women ages 17-24, giving them a positive outlet on weekday evenings. To support the league, Harry the Hawk made a special guest appearance and the Atlanta Hawks provided prizes and giveaways for participants and spectators. In addition to basketball, Mayor Dickens also provided wraparound resources dedicated to the total well-being of young adults.





TRUE TO THE SOUTHSIDE



Skyhawks Soar in the Community

Impacting Over 8,000

600+ YOUTH

IMPACTED THROUGH BASKETBALL CLINICS AND P.E. TAKEOVERS

1,700+ YOUTH

IMPACTED THROUGH EDUCATION-RELATED INITIATIVES

1,500+ YOUTH

IMPACTED THROUGH SKYHAWKS HOLIDAY GIVING INITIATIVES

4,200+ TICKETS

GIVEN TO COMMUNITY ORGANIZATIONS

Combating Food Insecurity

Skyhawks and Fifth Third Bank Pack Meals on "Fifth Third Day"

Members of the Skyhawks Business and Entertainment Team and Fifth Third Bank, proud partner of the Skyhawks, participated in "Fifth Third Day," an annual companywide community celebration, by packing meals for underserved communities at Urban Recipe in Atlanta. The activation was a part of a larger initiative to provide 10 million meals to those in need nationwide for "Fifth Third Day" donated to various hunger relief organizations across the bank's 11-state retail footprint. In Georgia, Fifth Third Bank plans to provide 200,000 meals to underserved families.

Clear Vision, Bright Smiles

Skyhawks and Vision to Learn Distribute Eyeglasses to Over 125 Students

The Atlanta Hawks Foundation and Vision to Learn, a nonprofit provider that grants free eye exams and glasses to students in metro Atlanta, joined together with the College Park Skyhawks to host a pep rally at Mary M. Bethune Elementary School, where more than 125 students received new eyeglasses of their choice and vision screenings. The event featured members of Skyhawks Entertainment including DJ Mohawk, Colli Hawk, and Southside Crew Dancers. They worked together with volunteers from Vision to Learn to distribute eyeglasses. After receiving their glasses, the students played NBA 2K, participated in a TikTok content creation station, a basketball station, and more.



Colli's Classroom

Skyhawks Launch School Adoption Program

The College Park Skyhawks, the NBA G League affiliate of the Atlanta Hawks, launched its new "Colli's Classroom" program, where the team has adopted West Clayton Elementary School for the year and will engage year-round with students, faculty, and staff. The Skyhawks will continue to host at least two events per month at West Clayton Elementary, including basketball clinics, service projects, reading days, book fairs, holiday-themed events, and more. The goal is to impact the school's 400 students and 60 staff members throughout the entire school year.

The program tipped off with a school supply donation in partnership with CareSource, a mission-driven Medicaid plan serving more than 450,000 Georgians. All 20 of the school's classrooms were provided with school supplies – more than 4,000 items – from the Skyhawks and CareSource. Skyhawks forward Miles Norris was joined by Skyhawks mascot Colli Hawk and members of the Skyhawks business team. The CareSource mascot Cuddles was also in attendance to provide cheer for children.

“ This collaboration is a celebration of community, involvement, and endless fun opportunities for our students.

The Skyhawks' passion for bringing people together and fostering a sense of unity resonates perfectly with our school's values.”

West Clayton Elementary Assistant Principal Zakiyya Whittle

Love Feeds

Skyhawks Hand Out Food, Drinks, and Hygiene Kits to Over 100 College Park Families

The College Park Skyhawks participated in the "Love Feeds" event put on by Love Beyond Walls outside of Woodward Academy in College Park. Skyhawks players, coaches, basketball operations staff, and business staff volunteered to hand out food, drinks, and hygiene kits to more than 100 local families.



Welcoming Students and Faculty

Skyhawks and CareSource Host Second Annual Education Day Game

The Skyhawks and CareSource hosted Education Day for students and staff from local schools. As part of the initiative, CareSource donated 250 tickets to students and faculty of Atlanta Public Schools. Attendees received a themed workbook for the game as well as limited-edition thunder sticks donning the Skyhawks and CareSource logos. CareSource also sponsored in-game elements, including a skills challenge at halftime where school administrators competed for a donation to their school's mental and physical wellness resources from CareSource and the Skyhawks.



“ We are proud to partner with local schools and CareSource to foster a unique learning experience.

Our annual Education Day game gives us the opportunity to help develop the future scholars and stars of tomorrow.”

Atlanta Hawks Vice President of NBA G League and 2K League Operations Janice Koon

CAREERS BEYOND THE CONSOLE

The NBA 2K League is a professional esports league featuring the best NBA 2K players in the world, and is the first official esports league operated by a U.S. professional sports league. Since 2018, the league has expanded to 25 teams, 22 of which are affiliated with NBA teams.

Hawks Talon Gaming Club is the NBA 2K team for the Atlanta Hawks and joined the league in 2019. Over the last five seasons, Hawks Talon GC has focused on educating the Atlanta community on the new league, the business of esports, and the many career paths available to youth in the industry.



Connecting to New Career Paths

Hawks Talon GC Visit University of West Georgia for "Careers Beyond the Console" Event for Students

In partnership with University of West Georgia (UWG), Hawks Talon GC hosted a "Careers Beyond the Console" event for UWG students. Students had the opportunity to attend a panel that included Hawks Talon players, Coach Ismael Diaz-Tolentino, Director of Esports Wesley Acuff, as well as Hawks Talon business staff. Students gathered in the Coliseum to listen in on a panel, hosted by NBA 2K Broadcaster Christina "Ms. Basketball" Granville, and hear Hawks Talon players and staff speak about their paths into the esports industry. At the end of the panels, students got the chance to win gaming headsets, Hawks Talon Gaming gear, and more. Assistant professor in sport management Dr. William Jang, as well as varsity esports coach Joseph Lee, were on hand to represent UWG.



Hawks Talon GC is about making students and leaders of tomorrow aware that they can build careers in esports and gaming.

We are grateful for all the students who came out and for all our brilliant speakers who gave their time to helping the next generation."

Hawks Talon Director of Esports Wesley Acuff

A Winning Strategy

Hawks Talon GC Host "Careers Beyond the Console" presented by Diggi Games from the Georgia Lottery

Hawks Talon GC, the official NBA 2K League Affiliate of the Atlanta Hawks, and Diggi Games hosted "Careers Beyond the Console" presented by Georgia Lottery at State Farm Arena for local college students. Students had the opportunity to learn about the world of esports and speak to Hawks Talon players and Director of Esports Wesley Acuff, as well as other professionals in the esports industry. The event was hosted by local radio personality Manni Supreme. A panel of experts included Acuff, Ducky from Ghost Gaming, Game Producer for IGT Becka McFarland, Co-Founder of Cxmmunity Julian Fitzgerald and NBA 2K League Social Strategy and Content Manager Jamel Torrence. Students then had the opportunity to break out into smaller groups, led by members of the Hawks Talon GC business operations team, to learn about different departments within esports.



HTGC + HBCU
Hawks Talon GC Hosts Morris Brown Students for E-Gaming Class



Thank You To Our Proud Partners



FIFTH THIRD BANK



