

SINCE 2001

PRESS RELEASE

HOLIDAY HOOPS & ARTS ANNOUNCES:


“23 YEARS LATER, WHERE ARE THEY NOW?”

HH&A, founded in 2001 by Westley Holiday, Sr. and Judy Linder Holiday of Florida, announces the 23rd anniversary of its not-for-profit organization, which is dedicated to improving the developmental experiences of youth in South Florida. Offering an award-winning sports program since its inception, the organization now plans to launch complementary youth services in the arts, life skills, and wellness arenas. "For 23 years, we have witnessed the power to change the lives of youth who need direction for the better. Our hope is to continue our mission with the support of parents, donors, and partners for the communities we serve," stated Mr. Holiday.

For the past 13 years, the next generation of the Holiday family has been carrying the organization forward with new creative ideas, building an administrative structure, and pursuing funding opportunities to ensure continuing support. Today, HH&A is managed by Faith and Westley Todd Holiday as Co-CEOs, a Board of Directors, an Advisory Council, and a cohort of talented staff and volunteers serving as coaches, instructors, and mentors.

For a visual representation, here's a video of [our story](#).

More ways to contact us:

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Orlando & West Palm Beach, Florida
www.holidayhoops.org

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ACHIEVEMENTS

Holiday Hoops, Inc.

- Notably between 2012 and 2015, our team won first place a total of 22 times.
- The organization caters to both boys and girls across multiple age brackets.
- The organization has established a longstanding reputation and presence in youth sports, mentoring, and community impact.

OFFERINGS

- HOOPS Tournament Basketball
- ARTS Program, Basketball Academy League
- Community Outreach (Health & Skills) Program

PARTNERS

- [ARCHway Learning Solutions](#)
- [Motivated King](#)
- [Sunshine Soul Vibes](#)
- [Full Tilt Ahead](#)
- [Hooks Insurance Agency](#)

STATISTICS

- 50% of our volunteers help at our annual events and programs including tournaments.
- 97% of parents would recommend Holiday Hoops & Arts to others.
- 100% of the children believe the coaches treat them well.
- 95% of Board and Advisory members feel a sense of trust and transparency in HH&A as an organization.

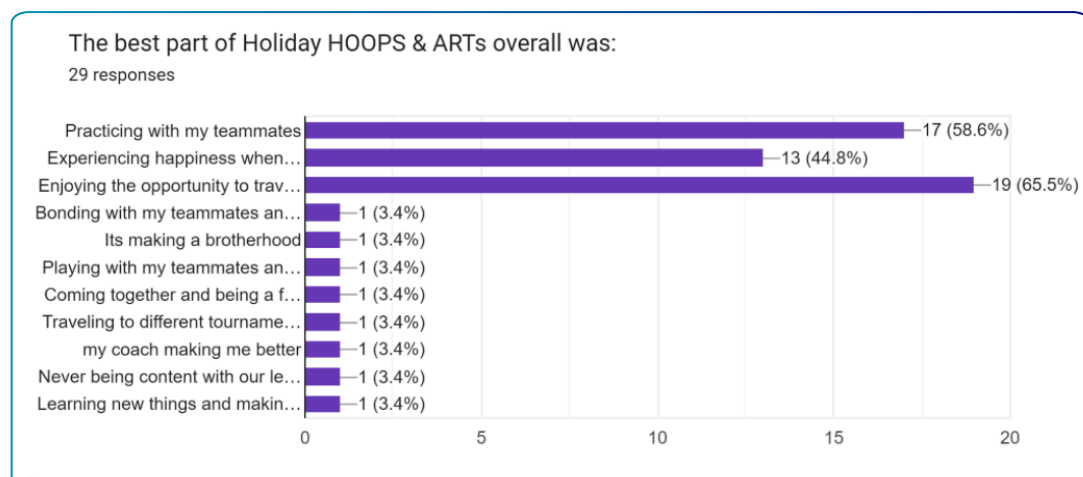
IMPACT REVIEWS

Survey Themes

- Satisfaction, coaches' treatment, the best part of Holiday Hoops & Arts, challenges, and suggestions for improvement

Demographics

- Average age = 12
- Average grade = 7th
- 15 Schools



PUBLIC RELATIONS

[Palm Beach Post News Article](#)

[Orlando Voyager Article](#)

[Columbia University SPS Alumni Feature on HH&A](#)

[Holiday Hoops Flagship Video](#)

[Every Day A Little Seth Podcast](#)

[HH&A's Donation Brochure](#)

[HH&A's Informational Brochure](#)

