

FOR IMMEDIATE RELEASE  
Orange Bowl Committee  
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## **ORANGE BOWL NAMES ADDING DOSES OF HOPE DAILY FOUNDATION KICKS FOR KIDS BUSINESS CHALLENGE WINNER**

**Miami Lakes, FL** ([www.orangebowl.org](http://www.orangebowl.org)) – Today, the Orange Bowl announced the winner of its inaugural **Kicks for Kids Business Challenge**, Adding Doses of HOPE Daily Foundation ([adhdn.org](http://adhdn.org)). The Miami-based non-profit, founded to help individuals bridge the gap between mental health and healthy relationships, received a Orange Bowl marketing package valued at more than \$25,000 as the organization that made the largest combined sneaker/monetary donation to the Orange Bowl's Kicks for Kids program.

The **Kicks for Kids Business Challenge**, held during the month of November, collected new and gently used sneakers – in addition to monetary contributions – from South Florida business and non-profit organizations, all with goal to help children participate in youth sports by providing the most basic of resources.

“Building on the excitement of hosting two championship college football games this year, the Orange Bowl believes that our greatest impact once the final whistle blows is through programs such as Kicks for Kids that let South Florida children participate in youth sports,” said Eric Poms, CEO, Orange Bowl Committee. “Adding Doses of HOPE Daily Foundation deserves a tremendous amount of recognition for their effort to have a positive effect on our community, especially as an organization that shares the Orange Bowl's goal of helping kids.”

In addition to already receiving a ticket and marketing package for the 2013 Discover Orange Bowl, Adding Doses of HOPE Daily Foundation will also be featured on OrangeBowl.org, a future episode of the *Inside the Orange Bowl* TV show – which airs Tuesday afternoons on Sun Sports – and in an upcoming issue of *Inside the Orange Bowl* magazine.

Nearing the conclusion of its second year, the Orange Bowl Kicks for Kids program provides South Florida children with new or gently used athletic footwear. Last year, more than 1,000 children received shoes as a result of the program, enabling them to play sports, and in turn, benefit in the way of leadership, socialization, cooperation, interpersonal skills and overall health. Donations for the second year of the campaign have already doubled the annual goal of 1,500 pairs of sneakers.

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### **About the Orange Bowl**

The Orange Bowl is a 348-member, primarily-volunteer non-profit sports organization that promotes and serves the South Florida community. The Orange Bowl Festival features a year-round schedule of events culminating with the Discover Orange Bowl on January 3, 2014. Other Orange Bowl core events include the MetroPCS Orange Bowl Basketball Classic, Orange Bowl Youth Football Alliance presented by Sports Authority, Orange Bowl International Tennis Championships, Orange Bowl Sailing Regatta Series and Orange Bowl Paddle Championships. For more information on the 2013-14 Orange Bowl Festival and its events, including promotional and volunteer opportunities through the Ambassador Program, log on to [www.orangebowl.org](http://www.orangebowl.org).