

FOR IMMEDIATE RELEASE

Contact: Lorenzo Galeano
thepalanteproject@gmail.com

STUDENT-ATHLETE AWARDS THE PA'LANTE PROJECT GRANT THROUGH GATORADE

Scarsdale July 25, 2023 — Scarsdale native and Gatorade New York Soccer Player of the Year, Nicolas Galeano, awarded The Pa'lante Project with a \$1,000 grant to help accomplish our mission of helping kids remain safe and away from the danger of the streets through the formal practice of soccer and other physical activities.

Sports have seen a double-digit decline over the past decade, largely due to tighter budgets in communities, but young people that participate in sports are found to be happier, healthier and better students. Gatorade Play It Forward empowers Gatorade Player of the Year recipients across the country to award local or national sports organizations with grants, so they can further Gatorade's mission to fuel the future of sport for all athletes.

"The Gatorade Player of the Year award highlights student-athletes who set an example both on and off the field," said Kara Darling, Assistant Marketing Manager for Gatorade Player of the Year. "The grants give these athletes a chance to donate to organizations like, The Pa'lante Project, that positively impacts the youth in their own communities."

"We are very excited and humbled to receive this award, which will be a tremendous help to the Pa'lante kids," said Lorenzo Galeano, VP of The Pa'lante Project. "I would like to thank Gatorade's Play It Forward program for highlighting the importance of sports in our lives and for uniting communities all around the world. Congratulations to Nico again and thank you for nominating Pa'lante for this amazing award!"

All 608 Gatorade State Player of the Year recipients are awarded a grant to donate to the organization of their choosing. Each Player of the Year can also submit a video about why their organization is deserving of one of 12 Spotlight Grants, which awards an additional \$10,000 to the organization. To date, Player of the Year winners' grants have totaled more than \$4.2 million across more than 1,600 organizations.

Gatorade has a longstanding history of serving athlete communities and is to continue doing more to create positive change. Most recently, Gatorade announced *Fuel Tomorrow*, a new multi-year initiative to help everyone have equal opportunities to play sports and realize their potential.

To keep up to date on the latest happenings, become a fan of Gatorade Player of the Year on Facebook and follow the conversation on Twitter #GatoradePOY. For more on Gatorade Play It Forward, the Gatorade Player of the Year, including nomination information, a complete list of past winners and the announcement of the Gatorade National Player of the Year, visit PlayerOfTheYear.Gatorade.com

##

About Gatorade Player of the Year

As one of the most prestigious high school sports awards in the nation, the Gatorade Player of the Year program celebrates young athletes on their journey to greatness. The Gatorade Player of the Year award recognizes athletes not just for their excellence on the playing surface, but for their commitment in the classroom and impact in their community. For nearly 40 years, Gatorade has honored high school athletes at the top of their game as teammates, building an all-star roster of alumni that have reached the heights of greatness or are well on their way, including Peyton Manning, Abby Wambach, Elena Delle Donne, Paige Bueckers, Nick Singleton and Gradey Dick. From CEOs and coaches to star athletes and community leaders, Gatorade Player of the Year winners showcase the power sport

Being a Gatorade Player of the Year means paying it forward for the next generation. Through Gatorade's cause marketing platform Play It Forward, every Gatorade Player of the Year award winner is empowered to choose a local or national youth sport organization to receive a \$1,000 grant from Gatorade. Gatorade State Players of the Year may also submit a short video explaining why the organization they chose is deserving of one of 12 Spotlight Grants, which awards \$10,000 to the organization.

About The Pa'lante Project, Inc.

The Pa'lante Project, Inc. provides aid to disadvantaged kids primarily under eighteen (18) years of age in Colombia and the U.S. to enable the methodical practice of sports that will promote their enjoyment and the development of discipline, teamwork abilities and a sense of purpose. For more information about The Pa'lante Project please visit www.thepalanteproject.org.

Established in 2020, The Pa'lante Project is exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3).