

FOR IMMEDIATE RELEASE  
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## **Leveling the Playing Field to Open Seventh Location in Atlanta, Georgia in May 2025**

Leveling the Playing Field is a non-profit which collects sports equipment to re-distribute for free to schools, youth programs and non-profits for kids in under-resourced communities

**Washington, D.C. (April 18th, 2025)** - Leveling the Playing Field (LPF) will expand their community-based sports equipment and re-distribution operations to Atlanta, Georgia in May 2025. Atlanta represents LPF's seventh warehouse location across the U.S., joining Greater Washington D.C., Baltimore, MD, Philadelphia, PA, Western New York (based in Buffalo, NY), Ohio (based in Columbus, OH), and Southeast Michigan (based in Detroit, MI). The Atlanta warehouse will be located in East Point, GA, within Fulton County, and recruitment is underway for the LPF Atlanta Program Director position.

LPF's Atlanta location will open thanks to funding and partnership from The Atlanta Falcons Youth Fund, an associate-led fund of the Arthur M. Blank Family Foundation, as well as the Sartain Lanier Family Foundation, and the Wilbur and Hilda Glenn Family Foundation. Following consultations and proposals, the support of our respective partners solidified Atlanta as the ideal location to begin a southern LPF expansion.

"We are so excited to have the opportunity to bring our program and its resources to PE teachers, coaches and nonprofits serving kids throughout Metro Atlanta," says LPF Executive Director/Founder Max Levitt. "We have heard from so many organizations in need, and we could not be more grateful to the Atlanta Falcons Youth Fund for giving us the opportunity to serve this incredible community. We can't wait to get to work!"

"The Atlanta Falcons Youth Fund is excited to partner with Leveling the Playing Field on their expansion into the metro Atlanta area," says Lauren Litwack, co-chair of the Atlanta Falcons Youth Fund. "We know they will make a huge impact by providing redistributed equipment and eliminating barriers in youth sports and recreation programs across Georgia."

Once a Program Director is in place, LPF Atlanta will move into the East Point warehouse and build out the space for sports equipment with the help of volunteers. Staff will collect gear throughout the remainder of 2025 before local schools, youth programs, and non-profits are able to visit the warehouse to pick up donated items for their athletes. Like other LPF locations, all sports equipment will be free of charge.

Those interested in the LPF Atlanta Program Director position are invited to learn more about the position by visiting [LPFsports.org](http://LPFsports.org). For more information on Leveling the Playing Field, visit [LPFsports.org](http://LPFsports.org) or contact [info@levelingtheplyingfield.org](mailto:info@levelingtheplyingfield.org).

**About Leveling the Playing Field:** Leveling the Playing Field is a non-profit organization which collects and re-distributes sports equipment to kids in under-resourced communities. The

organization currently operates in seven cities: Greater Washington D.C., Baltimore, MD, Philadelphia, PA, Buffalo, NY, Columbus, OH, Detroit, MI, and Atlanta, GA. Leveling the Playing Field has donated over \$20 million in sports equipment to schools, youth teams and leagues, and other non-profit organizations since 2013.

**About The Atlanta Falcons Youth Fund:** The Atlanta Falcons Youth Fund (AFYF) strives to increase the time kids spend in physical activity-especially those approaches that change the lives of children who are most likely to miss out on or opt out of physical activity and to give more children access to fresh fruits and vegetables. AFYF is an associate-led fund of the Arthur M. Blank Family Foundation.