



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Sporting KC and Hiland Dairy Donate \$15,000 to Black Community-Serving Nonprofits

A special presentation will be made at halftime of tonight's Juneteenth match between Sporting Kansas City and Real Salt Lake at Children's Mercy Park.

SPRINGFIELD, Missouri, June 19, 2024—Sporting Kansas City and Hiland Dairy are teaming up to award checks in the amount of \$5,000 each to three Kansas City Metro area nonprofit organizations serving the Black community with a special presentation to take place at halftime of tonight's Juneteenth match-up between Sporting Kansas City and Real Salt Lake at Children's Mercy Park.

Hiland Dairy is the match title night partner for SKCvRSL. Over the next year, the company will donate Hiland Dairy products to each nonprofit to support health and wellness initiatives.

“We are honored to highlight and support these remarkable organizations and their vital work in our community. Join us on June 19 at Sporting KC's match to celebrate these nonprofits and witness the impact of our collective efforts in honor of Juneteenth,” said Sarah Carey, marketing manager at Hiland Dairy.

As part of both organizations' commitment to supporting and uplifting our community, Sporting KC associates, players, and Hiland Dairy associates voted to determine the three organizations receiving the support through monetary and in-kind donations. The three organizations that will be receiving the awards are:

Youth Guidance Youth Guidance sees a bright and successful future for every elementary and high school student. The organization creates and implements school-based programs that enable children to overcome obstacles, focus on their education, and, ultimately, succeed in school and life.

- Areas of Focus: Empowering youth, inspiring futures
- Website: <https://www.youth-guidance.org/youth-guidance-kansas-city>

Blaque KC is a grassroots movement focused on improving educational outcomes for Black students in Kansas City and beyond. The organization is dedicated to disrupting educational systems that disproportionately harm Black children while creating culturally affirming environments that help them reach their full potential.

- Areas of Focus: Quality Schools Matter, Elevating Parents' Voices, Transparency, Equity and Anti-Racism, Good Governance, Community First
- Website: <https://www.blaquekc.com>



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Hope Center KC aims to provide asset-based programs and opportunities for sustainable growth and development, allowing children, youth, and families on Kansas City's east side to flourish. The organization's vision is to develop healthy communities where the vulnerable can have hope and thrive.

- Areas of Focus: Youth, Family, Community Development
- Website: <https://www.hopecenterkc.org/>

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About Sporting Kansas City

Sporting Kansas City is owned by Sporting Club, an entity comprised of local business and community leaders. Sporting prides itself on a commitment and vision to provide high-performance experiences. Sporting Club purchased the team from the Hunt Sports Group in 2006, and under its direction, has launched Swope Soccer Village, Children's Mercy Park, Compass Minerals Sporting Fields, Compass Minerals National Performance Center, and Central Bank Sporting Complex while investing in the Sporting KC Academy and Sporting Kansas City II for developing local youth into homegrown talent. A charter member of Major League Soccer, Sporting are two-time MLS Cup champion (2000, 2013) and four-time winner of the Lamar Hunt U.S. Open Cup (2004, 2012, 2015, 2017).

About Hiland Dairy Foods

Hiland Dairy, headquartered in Springfield, Missouri, is a premier farmer-owned dairy foods company dedicated to delivering fresh, high-quality dairy products while actively supporting local communities. At the core of Hiland Dairy's operations is a commitment to excellence and community engagement.

Hiland Dairy's extensive product line includes milk, dips, cottage cheese, flavored milk, sour cream, yogurt, ice cream, butter, cheese, and eggnog. Beyond dairy, Hiland also produces and distributes a variety of beverages, including Red Diamond Tea, lemonade, and fresh juices.

With a workforce of 4,000 employees spanning Arkansas, Iowa, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Tennessee, and Texas, Hiland Dairy ensures that milk from their farmer-owners travels from farm to shelf within 48 hours, guaranteeing exceptional freshness.

For more information, visit Hiland Dairy Media Center.

