



# DALLAS MAVERICKS

## PRESS RELEASE

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## DALLAS MAVERICKS CONTINUE THREE-YEAR INVESTMENT IN GIRL SCOUTS OF NORTHEAST TEXAS

*Partnership highlights include new Girl Scout troop for Adelle Turner Elementary and Black History Month activations*

**MAR. 15, 2022 (DALLAS)** – In honor of Women's History Month, the **Dallas Mavericks**, as part of a three-year investment in the **Girl Scouts of Northeast Texas (GSNETX)**, have announced new community programs for women and girls in the area. The \$50,000 annual contribution over a three-year period, totaling \$150,000, helps to power GSNETX's DEI efforts in four key structural transformations – people, programs, processes and properties.

"We are excited to continue our partnership with Girl Scouts of Northeast Texas," said **Katie Edwards**, SVP of External Affairs with the Dallas Mavericks. "To be able to provide equitable access to leadership and educational programs for girls is such a gift to the Mavs. We look forward to seeing the girls grow, explore new possibilities and become their best selves!"

With the support of the Dallas Mavericks, the Girl Scouts of Northeast Texas will partner with the Mavs adopted school Adelle Turner Elementary to implement safe, mission-based afterschool learning experiences with a new Girl Scout troop provided at no cost for up to 50 girls. The afterschool program will consist of girls meeting during the school year, once per week for 1.5 hours, focusing on the four pillars of Girl Scouting – STEM, Outdoors, Life Skills and Entrepreneurship – and building a foundation of mental wellness and social-emotional learning. Girls enrolled in the program will receive registration as a Girl Scout, a field trip to the STEM Center of Excellence, uniforms, and badges and patches. The girls had a chance to earn their first crafts patch and received a mental health wellness kit from partner **Cigna** at a kickoff celebration hosted by the Mavs on Wednesday, Mar. 9. For photos from the event, please click [here](#).

"Our partnership with the Dallas Mavericks has given more girls across the region access to the Girl Scout Leadership Experience," said **Jennifer Bartkowski**, CEO of the Girl Scouts of Northeast Texas. "Their support has been instrumental in helping girls build the courage to stand up, the confidence to speak up, and the character to take action against the inequities of this world."

The partnership between GSNEX and the Dallas Mavericks began with the launch of the region's first Black History Month Patch in February 2021. Girl Scouts from kindergarten through 12<sup>th</sup> grade across the 32 counties in the GSNEX region discovered, connected and took action as they learned more about Black history, culture and contributions. Last month, the Dallas Mavericks hosted a Black History Month celebration for Girl Scouts and their families. In addition to learning about significant figures in Black History through a puppet show presented by Dallas Holocaust and Human Rights Museum, the girls learned about Black Women in health and wellness, participated in a yoga session and contributed to a mural on Black History.

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**ABOUT MAVS CARE:** The Dallas Mavericks strive to be champions on the court and in the community. We are dedicated to building a stronger community through educational programs, health and wellness initiatives, environmental efforts, support for military veterans and first responders, racial equity and social justice programs, and grants to nonprofit organizations. Through our community programs and the Mavs Foundation, we are changing lives in North Texas and have impacted thousands of children, families and communities. Learn more at [Mavs.com/Community](https://mavs.com/Community) @mavsoffcourt.

**We Are Girl Scouts:** Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit [gsnetx.org](https://gsnetx.org) or call 972-349-2400.