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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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# Atlantic City Partners with Philadelphia Nonprofit for Game-Changing Girls Youth Sports Initiative

**ATLANTIC CITY, N.J. (March 23, 2026)** – City of Atlantic City Mayor Marty Small, Sr. and Atlantic City’s Recreation division announced today a major new youth sports initiative designed to expand access to athletics for girls across the community.

Through a partnership with Philadelphia-based nonprofit Eyekonz Sports, with support from Atlantic City’s Community Development Block Grant (CDBG) office and the Atlantic City Board of Education, girls in grades 3–8 will have the opportunity to participate first in lacrosse and, in the near future, field hockey at no cost. The program is exclusively available to Atlantic City residents only and is designed to build athletic skills while also promoting mentorship, leadership development, and pathways to college scholarships.

Families interested in participating are strongly encouraged to attend a Parent Information Meeting on Tuesday, March 24, 2026, at 6:00 PM at the Dr. Martin Luther King Jr. School Complex (1700 Marmora Avenue), where full program details and registration information will be shared.

“No parent should ever feel there are limited opportunities for their children in the Great City of Atlantic City,” said Mayor Marty Small, Sr. “This initiative represents yet another meaningful investment in our youth, expanding access to new experiences while also creating pathways to college scholarships. Atlantic City families should take full advantage of this program.”

“We’re excited to bring this opportunity to the young women of Atlantic City,” said Eyekonz Founder and Head Coach Jazmine A. Smith. “Lacrosse and field hockey have traditionally been expensive sports to participate in, so offering this program at no cost is truly impactful. Our program has helped student-athletes reach the collegiate level, and we look forward to continuing that track record in Atlantic City.”

“Our goal is to expand access to sports and activities that many of our youth may not otherwise get to experience,” said Atlantic City Recreation Director Mike Griffin. “This program helps break down barriers and introduces new opportunities beyond traditional offerings. We’re committed to growing this initiative and encourage all eligible families to get involved.”

The recently renovated Pop Lloyd Stadium will serve as the home venue for Eyekonz Sports lacrosse and field hockey programming in Atlantic City.

*According to Eyekonz Sports: Our mission is to empower, educate, and inspire the next generation of field hockey and lacrosse Olympians. Through structured and intentional development in these sports, we equip young girls and boys with essential skills such as sportsmanship, teamwork, self-discipline, and confidence. We emphasize fostering a healthy lifestyle, a positive body image, and academic excellence. By nurturing these values, we strive to create well-rounded individuals who lead wholesome and productive lives, excelling both on and off the field.*

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