

CITY OF CHARLOTTESVILLE



MAYORAL RECOGNITION

H.E.R. Sports

WHEREAS H.E.R. SPORTS, founded by Jessica Carter, CEO, is a program that uses sports as a blueprint for girls to succeed in life, with a mission to provide a holistic experience that will create positive youth development and overall health and wellness; and

WHEREAS girls drop out of sports at a rate two times that of boys by age 14; by the age of 17, more than half will quit playing sports altogether, and 56% of girls do not participate in sports; and

WHEREAS female athletes often must work harder to gain respect, to gain interest and to gain support and media exposure; and

WHEREAS H.E.R. SPORTS seeks to overcome obstacles and break down barriers such as gender stereotypes, high costs, lack of access, lack of social life, lack of female coaches, balancing academics, body image and lack of confidence; and

WHEREAS H.E.R. SPORTS is grounded on the core values of HUSTLE: **H**ealth is wealth, **U**nity is community, **S**trive for excellence, **T**rust the process, **L**ead the next, and **E**arn respect; and

WHEREAS H.E.R. SPORTS recently held an awards ceremony to acknowledge the accomplishments of local female athletes and coaches in Charlottesville and surrounding counties through community nominations and voting;

NOW, THEREFORE, I, Juandiego Wade, Mayor for the City of Charlottesville, Virginia, hereby recognize the H.E.R. Sports program for their efforts to uplift an underserved population and for their significant contribution to culture in the Charlottesville community.

Signed and sealed the 3rd day of June 2024.

Juandiego R. Wade, Mayor

Attest:

Kyna Thomas, Clerk of Council