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## **EPIC for Girls Launches Holiday Donation Drive for Sports Bras to Support Young Omaha Female Athletes**

(OMAHA, NE) - EPIC for Girls, an organization dedicated to empowering young girls of color through sports, encourages the community to come together this Holiday Season to support young female athletes. Recognizing the critical role of sports in the development and empowerment of girls, EPIC for Girls will be collecting donations of new sports bras of all sizes.

The initiative is rooted in EPIC for Girls' commitment to addressing the stark inequality in sport participation rates between boys and girls. Research highlights a worrying trend: girls drop out of sports at twice the rate of boys, with the most significant decline occurring around puberty.

"A key factor contributing to this dropout rate is the lack of access to essential sports apparel like sports bras," said Kimberly Thomas, executive director of EPIC for Girls. Many young girls face challenges in continuing their sports journey due to discomfort or pain, often stemming from not having a proper sports bra.

"This simple yet vital resource can make a profound difference, enabling girls to play sports confidently and without physical or emotional discomfort," Thomas said. The organization believes that this initiative will promote the overall well-being and self-esteem of young female athletes.

Donated sports bras will be distributed to adolescents in need across the region. EPIC for Girls invites all supporters to join this cause. Contributions can be made by contributing through their Amazon Wish List, accessible at [https://www.amazon.com/hz/wishlist/lr/3SOSRS24M5UFU/ref=nav\\_wishlist\\_lists\\_2](https://www.amazon.com/hz/wishlist/lr/3SOSRS24M5UFU/ref=nav_wishlist_lists_2)

"Every donation, big or small, can have a lasting impact on a girl's life, empowering her to stay active, healthy, and confident," Thomas said.

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### **About EPIC for Girls**

EPIC for Girls is dedicated to empowering girls of color through sports, education, and mentorship with its partnership programs. We level the playing field; providing black and brown girls with the tools and resources needed to build confidence and develop essential life skills.

*To request an interview or learn more about EPIC for Girls and their programs, please contact Josefina Loza at [office@lozafina.com](mailto:office@lozafina.com) or visit their website at [epicgirls.org](http://epicgirls.org)*

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