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Shooting Touch and ISlide Partner To Open Basketball and Education “Home Court” For Boston-Area Female BIPOC Youth

BOSTON, MA – The Boston-based footwear brand ISlide, USA has teamed up with Shooting Touch, an international sport-for-development nonprofit serving female athletes from Boston’s BIPOC community, to create the first ever “Shooting Touch Home Court” located in Greater Boston. The organizations unveiled the new court at a ribbon cutting ceremony on Thursday, October 26.

Located at ISlide’s headquarters in Hyde Park, MA, this facility represents a remarkable milestone for both organizations in their efforts to change the world through the power of sport. The court and adjoining educational space is the first of its kind in the area, and will serve as the new home of Shooting Touch, an award-winning NGO that uses basketball as a tool to bridge health and opportunity gaps for over 500 female youth athletes from Greater Boston’s BIPOC community. Shooting Touch also runs similar life-changing sport-for-development programming in Rwanda, East Africa, where they serve an additional 30,000 youth and women annually.

“We started Shooting Touch fifteen years ago, organizing grassroots camps and clinics at a little court in South Boston. At first we grew slowly and organically. Recently we’ve seen tremendous growth in our programming, especially right here in our own backyard,” said Justin Kittredge, President & CEO of ISlide and Co-Founder of Shooting Touch. “Gym space has always been a challenge, especially in recent years, and during COVID it really hit us - it would be incredible to actually have a place where all of our amazing young people can come together safely, no matter what they’re going through.”

Surrounding the court, walls covered in powerful images of Shooting Touch programming capture the passion, inspiration, and community that sport brings to people everywhere. At the court unveiling event, well over 100 Shooting Touch athlete-beneficiaries, family members, supporters, and partners came together to celebrate this achievement, participate in basketball workouts and competitions, and reflect on what the court means to them.

“To us, it means everything,” said Christina Pham, a standout high school junior who has grown up with Shooting Touch as a constant in her life. Pham has developed into one of the program’s stars, receiving basketball scholarship offers from Division I universities such as Harvard, Yale, Providence, Boston

College, and many others. “This court is an example of the history we’re making together as a nonprofit, both here in Boston with this group, and over in Rwanda. I’m really, really grateful for this space. This court - and the name on the court - it’s ours. And it’s built off of commitment, the love we have for this program, and the love we have for each other.”

The construction of the court was made possible by generous support from Scott Tully, the Mussafer family, the Goode family, the Rueppel family, and ISlide, USA. With major corporate programming supporters like Converse, Inc. and the NBA Foundation backing Shooting Touch Boston operations, this Home Court will serve as a safe, accessible, and consistent space for hundreds of girls of color to access basketball development, mentorship, mental, social and physical health education, and tangible health resources.

“Having this gym is a game changer - not only for this organization, but for all the young girls of color from the Boston area,” said Kamilah Washington, Director of Boston Operations at Shooting Touch. “It gives us a consistent place for girls to get shots, get good workouts in, and learn from our health curriculum, but most importantly, it’s a safe place for our Shooting Touch family to call home.”

About Shooting Touch

Founded in 2007, Shooting Touch is a global sport-for-development organization based in Boston, Massachusetts whose mission is to use the mobilizing power of basketball to bridge health and opportunity gaps for youth and women facing racial, gender, and economic inequalities.

Since the program’s inception, Shooting Touch has used the platform of sport to educate and inspire hundreds of girls from within Boston’s BIPOC community. By providing a safe and inclusive space to grow and learn, Shooting Touch equips young female athletes with the necessary tools, confidence, and resources to achieve their highest potential and influence positive change in their communities.

To learn more about Shooting Touch or to get involved, visit www.shootingtouch.com.

About ISlide

ISlide is a Boston-based footwear company specializing in custom slide sandals for teams, brands, and individuals. Founded in 2013 by Justin Kittredge, a 19-year footwear industry veteran, ISlide has quickly become the leader in custom slides. Now onto its 10th year in operation, ISlide boasts relationships with the majority of the Major Sports Leagues, including the MLB, NBA, and the NHL.

With thousands of slide designs available and the option to customize a single pair for just yourself, ISlide is a company in a league of their own. ISlide celebrates individuality through customization, while inspiring people to “Stand In What You Stand For.”

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