



FOR IMMEDIATE RELEASE

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**adidas Welcomes 12 Black & Latino/a/e Business Owners to the 2024-2025
Community LAB Program**

**Program Expands Into New Cities, Strengthening the Brand's Mission to Drive Access
and Equity in Sport**

**Inductees include Samad Hinton, Andrea Brown, Heather Alonzo, Jamal Burger & Rachel
Hale, Mo'yo Akinade, A.R. Cooper, Vidal Quesada Guzman & Javana Mundy Quesada, Rich
Rodriguez, Jessa Williams, & Karina Martinez**



(PORTLAND, OR) — adidas is proud to announce the induction of 12 new Black and Latino/a/e business owners into its 2024-2025 Community LAB cohort. Over the course of the eight-month social accelerator program, participants will receive the resources and support they need —



including \$75,000 in grant funding — to advance equity in sports within their communities while growing their businesses.

This year, adidas Community LAB expanded its reach, increasing its cohort size and welcoming founders from Toronto and Houston in addition to the original key cities of Los Angeles, Atlanta, and New York. Black Ambition joins the program as a new partner, alongside adidas and returning collaborators Impact Hub and i.e. (Industry Education). Together, these partners have curated a customized curriculum featuring mentorship opportunities, workshops, and more to help participants transform their bold visions into impactful futures upon program completion.

“Building strong partnerships with community leaders is key to transforming our collective vision into real-world progress,” said Ayesha Martin, Senior Director adidas Purpose. “Through these and our existing partners, we will sustain our shared commitment towards building a more equitable future.”

Meet the Community LAB 2024-2025 cohort, each poised to continue shaping the future of social entrepreneurship in sports:

Houston

- **Samad Hinton (he/him) - [BLK Beetles](#)**: BLK Beetles' mission is to make wellness joy achievable for all. By alleviating social isolation through meaningful connections within an equitable and restorative wellness ecosystem, BLK Beetles focuses on fostering a sense of belonging through community-centered outdoor experiences and a streaming platform.
- **Andrea Brown (she/her) - [The Gifted Collective](#)**: The Gifted Collective is a communications consultancy that empowers athletes from underrepresented communities by equipping them with essential skills to maximize their voice, manage NIL deals, and build a sustainable future on and off the field.

Toronto

- **Heather Alonzo (she/her) - [Ball Her Way](#)** (BHW): Ball Her Way aims to break barriers, foster inclusivity, and promote gender equality in basketball by providing visibility, spaces, and support



for women and girls, encouraging their participation and empowerment both on and off the court. They are dedicated to transcending limitations and fostering inclusivity in the basketball community.

- **Jamal Burger (he/him) & Rachel Hale (she/her) - [Kickback](#)**: Kickback's vision is to establish a world where all youth have the confidence and skills to achieve their dreams. The mission is to break down barriers for underserved youth, using sports, arts, and education to help them reimagine their future and become change makers in their communities.

Atlanta

- **Mojo Akinade (he/him) - [Atlanta Adaptive Soccer Foundation](#)**: The mission of Atlanta Adaptive Soccer Foundation is to provide individuals with physical disabilities access to the sport of soccer. Through clinics, speaking events, and practices, they strive to empower their participants to develop their physical and technical skills while creating lasting friendships and becoming active members of their communities.
- **A.R. Cooper (he/him) - [Art In The Paint](#)**: Art In The Paint is dedicated to enhancing community well-being and public health through the transformative power of art and athletics. Their mission centers on using art and athletics to mobilize communities, promoting a higher quality of life and inspiring equitable play.

New York

- **Vidal Quesada Guzman (he/him) & Javana Mundy Quesada (she/they) - [La Familia Project](#)**: La Familia Project is community based year round Sports, Arts, & Wellness programming for youth, young adults, and seniors. LFP embodies the ethos of "Healthy Body, Healthy Mind," aiming to offer free enrichment programming, wellness initiatives, and mental health resources to underserved communities throughout NYC through its citywide partnerships.
- **Rich Rodriguez (he/him) - [Harlem Free Fight Academy](#)**: Harlem Free Fight Academy is a nonprofit providing free boxing and Brazilian jiu jitsu training to teens in NYC and using combat sports as a tool to mentor their youth.

Los Angeles



- **Jessa Williams (she/her) - [INTRSXTN Surf](#)**: INTRSXTN Surf creates a safe space for Black women and WOC to experience the transformative power of surfing and offers instructional programming for beginners who have never surfed before and ongoing community programming to support women through their surf journey.
- **Karina Martinez (she/her) - [DRAFTED](#)**: DRAFTED, their mission is clear: to ensure Latinas are never invisible in sports again. They leverage the power of storytelling and community to bring their narratives to the forefront, paving the way for a new future in sports where Latinas are seen and valued.

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About adidas

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.

About Black Ambition

Black Ambition is a non-profit organization founded by Pharrell Williams working to close the opportunity and wealth gap through entrepreneurship. They invest capital and resources in high-growth startups founded by Black and Hispanic entrepreneurs. They believe entrepreneurs historically left out of traditional investment funnels are building the companies of tomorrow. To date, they have mentored more than 1,000 underrepresented founders and awarded more than \$10m to 101 dynamic entrepreneurs. They will support adidas Community LAB with specific programming sessions and an immersive network cultivation experience.

About Impact Hub

Impact Hub leads the charge in creating a community for impact-driven entrepreneurs. They assist with helping to build better businesses, designing impactful solutions, and reimagining



the future with mentorship, events & programming, workshops, and more. They are a locally rooted but globally connected network that is committed to empowering entrepreneurs to turn their ideas into action, grow their existing businesses, and increase their community impact.

About Industry Education

This year programming is further enhanced by a bespoke leadership module by i.e. i.e. (Industry Education) is a startup venture enabling diverse creatives an accessible pathway to turn their dreams into meaningful professional careers through an apprenticeship network and leadership development series offered in partnership with leading corporations. i.e. founder and CEO Jessica Smith is an expert in leadership education and co-founder of adidas S.E.E.D.

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